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BROADCASTING TELE

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THIS ISSUE

Rate Cut
Boomerang
Page 23

AM Income
9.4% in '51
Page 23

Data Draws
Mixed Reactions
Page 25

Jan.-Feb.
Network Gross
Page 27

BROADCASTING
Starts on Page 67

21ST year

Watch your pennies, mister!

When you buy radio time these days, you want to make every penny count. In Baltimore, the way you do it is simple. You just buy WITH—the BIG independent with the BIG audience!

Every penny you spend on WITH helps produce exactly what you want from radio—*low cost results!* Because WITH delivers more *buying* listeners-per-dollar than any other radio or TV station in Baltimore.

No wonder WITH is so popular with the local folks! Their advertising *must* produce immediate, economical results. *And WITH regularly carries the advertising of more than twice as many retail merchants as any other station in town!*

Let your Forjoe man give you the whole WITH story today!

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

19 YEARS

...and still they're buying

WLS advertising pulls . . . and pulls

. . . and PULLS

Write for facts about
"OPERATION GROCER 1952"

This letter from a WLS listener is just a routine order . . . or so it appears as you read it:

Peoria, Illinois,
January 16, 1952

Dear Sirs;
Please send me the jig saw puzzle you advertise on the National Barn Dance. I would like to have two of them.

WLS Radio Station
Chicago, Ill.

But the letter is dated *1952* . . . and the merchandise ordered was offered over WLS *19 years ago* . . . in 1933!

Yes, WLS advertising pulls . . . and pulls and pulls! We're out of jigsaw puzzles now, of course. But we *do* have availabilities . . . for advertisers who like advertising that brings results . . . today . . . tomorrow . . . and years from now.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

We've Brought The Bottle Back . . .

*

not for the nickel deposit—but to illustrate the exciting fact that WTRY continues to be the best buy in the *cream of your market!*

WTRY is the number one station in Albany—Troy—Schenectady—27th of the nation's top 43 markets.

* *"The Cream of your market", J. Walter Thompson's booklet listing the markets wherein over ⅔ of the nation's sales are made.*

ALBANY – TROY – SCHENECTADY

WTRY

980 Kc – 5000 w

The CBS Radio Network

HEADLEY-REED

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WORK

YORK, PENNSYLVANIA

first with listeners

Recently completed Pulse survey for York **CITY** and **COUNTY** shows

- WORK preferred in 55 out of 72 rated periods.
- WORK has rating superiority as high as 17% in some choice time periods.

first in coverage

Pulse survey shows **NO OUTSIDE STATION** effectively covers the York trading area in **ANY** of the 72 rated periods.

Most powerful station in the York area, WORK's 5 KW delivers a bonus coverage in nine surrounding counties with a population of more than one million.

first in results

Advertisers — both local and national — expect and get outstanding results on WORK. Many advertisers have been using this station since its founding twenty years ago.

This long and successful experience has resulted in know-how that assures you profitable sales for every advertising dollar.

NBC AFFILIATE

Represented by

ROBERT MEEKER ASSOCIATES

Chicago • Los Angeles • San Francisco • New York

at deadline

CLOSED CIRCUIT

WITH FREEZE out of way, FCC plans to pitch in on long delayed, long suffering AM activities among others. Because of full staff activity on TV during past half-year, AM processing lines have hardly moved. There are stock of cases ready for oral argument. Biggest upcoming action expected to be scheduling of thrice-deferred theatre television proceedings.

SOME MAJOR advertisers already thinking in terms of another round of network rate cuts in fall. They're eyeing evening time especially, and looking for reductions in area of 10-15% on some segments.

RESEARCHERS can again lower eyebrows raised over use of aided recall technique by Nielsen interviewers, asking respondents to identify network programs listened to "yesterday" in connection with new station network audience survey. Nielsen denies any intention to use answers in program ratings, says extra question is not part of survey but is being asked at request of NBC for network's own use.

LESS easily quelled is concern of affiliates that NBC plans to use network program listening data in connection with adjustments in station-network rates. NBC, whose revaluation plan last fall was vigorously resisted by most affiliates, says program audience information will be used for general sales purposes, denies present intention to inject it into station network rate adjustment situation.

FINAL decision on future of *Hymns of All Churches*, currently sponsored on about 900 radio stations by General Mills, is expected latter part of this week. Present contracts end latter part of June. It was understood that renewals would most likely be placed on at least 500 stations and other new stations probably added. Dancer-Fitzgerald-Sample, N. Y., is agency.

AS THINGS STAND now, FCC does not intend to grant any time extensions beyond July 1 freeze end. At that time it begins processing applications for cities having no TV. Other classes of applicants have additional time in view of processing line setup. But feeling is that to expedite handling, no extensions will be granted except under "extenuating" circumstances.

WHAT'S REAL reason behind retention by Thomas S. Lee Enterprises Inc. (General Tire & Rubber) of erstwhile ABC sports commentator Harry Wismer? One educated guess is that Pennsylvania Rubber Co., General Tire's subsidiary, is entering sporting goods field full tilt and that Mr. Wismer will provide top level sales contacts for company.

UPON FCC approval of UPT-ABC merger, CBS Central Division Vice President H. Leslie Atlass will swing into TV action after acquisition of WBKB (TV) Chicago. He reportedly has signed option with city's Saddle & Cycle

(Continued on page 6)

THREE OR MORE RADIOS FOUND IN 35% OF HOMES

PULSE survey on radio-ownership in Metropolitan New York indicates 35.1% of families have three or more radios in their homes. Of 1,570 families checked in New York's five boroughs, radios were found in all homes but 1.8%. Only 35.4% of families had but one set, while 27.7% owned two radios. Whereas, total of 35.1% owned three or more radios, 20.1% had three sets, 8.3% owned four sets, 4.2% had five sets, and 2.5% owned more than five radios.

Dr. Sydney Roslow, director of Pulse, said survey, conducted during January for Jos. Jacobs Advertising & Merchandising Inc., would have shown higher multi-set ownership if study had been extended to suburban counties, where radio ownership is normally higher than in city proper.

PALEY SELLS SHARES

CBS BOARD Chairman William S. Paley has sold 50,000 of his shares of CBS Class A stock, New York Stock Exchange records showed Friday. Shares sold (in March) were in block he owned through holding company, of which he retains 37,980. He also owns 530 shares direct, plus 222,500 directly owned shares of CBS Class B stock. Total CBS shares issued as of last Dec. 29 were 1,268,700 Class A and 1,069,196 Class B (including shares reserved for conversion of outstanding scrip certificates).

NBC CAMPAIGN SERIES

NBC on May 4 will launch *Hats in the Ring*, half-hour Sunday radio and TV series featuring legally qualified candidates for Presidential nomination of major parties to whom time is being donated by NBC. Series will originate in Washington and will be on NBC-TV 2-2:30 p.m. and NBC-Radio 10:30-11 p.m.

BUSINESS BRIEFLY

HOT WEATHER SPECIAL ● Maxwell House iced tea placing radio spot schedule in 25 southern markets starting in May following successful Texas test for instant coffee. Agency: Benton & Bowles, N. Y.

AUTUMN PREPARATION ● Erwin, Wasey & Co., N. Y., gathering available information for September start of its Pertussin and Musterole radio spot campaigns. Agency is interested in daytime minute spots, and round-up of information is to be set by May 5.

BEER SPOTS ● Stagg Beer, preparing minute radio spot campaign in middle west for 13 weeks with starting date expected shortly. Agency: Maxon Inc., N. Y.

CERTO PARTICIPATIONS ● General Foods, N. Y. (Certo-Sure-Jell), placing women's participations on more than 100 radio stations starting in May and coinciding with peak of each jelly-making fruit crop in each town and rural area. Contracts from 8 to 17 weeks. Agency: Benton & Bowles, N. Y.

BIGGEST SALE ● United Artists announces its biggest TV sale of year with Phillips "66" Petroleum purchasing *Telesports Digest*, half-hour weekly film series for 14 cities. Agency: Lambert & Feasley, N. Y.

HEALY TO McCANN-ERICKSON

ROBERT E. HEALY, formerly vice president in charge of advertising, Colgate-Palmolive-Peet Co., has joined McCann-Erickson, N. Y. as vice president and treasurer. He succeeds as company director John L. Anderson, who becomes consultant to agency.

Don't Lag in TV, Walker Tells Schools

FCC has given no "assurance" that educational channels will be reserved "as long as grass grows and water runs," FCC Chairman Paul Walker warned educators Friday. He addressed luncheon session of National Assn. of Educational Broadcasters at Columbus, held during Institute for Education by Radio-Television (early stories pages 35, 44 and 80).

In first speech since release of FCC TV allocation plan Chairman Walker reiterated that commercial TV stations must not let noncommercial outlets "carry the burden of meeting educational needs." They are governed by same rules as commercial stations, he said. He reminded educators they still may compete with commercial applicants for any commercial VHF or UHF channels assigned to their cities. "Not all possible assignments have been made," he added.

Contending efforts are under way "to initiate an organized campaign for the commercialization of these noncommercial educational assignments," Chairman Walker told educators "you have won only the first round" and "do not . . . let these reservations of 1952 go by default." He described reservations as a "fabulous inheritance."

FCC Chairman said the Commission's new plan provides "a high degree of protection" against excessive interference between stations, adding: "We refused to sacrifice a margin of safety for the sake of jamming in a few extra stations." He held up possibility of reducing mileage separations as well as additional assignments.

Some differences in propagation characteristics of UHF and VHF bands "are not nearly as significant as some have thought," he said. FCC has been assured that equipment will be available for UHF stations "in time for fullest development" of its potentials.

"UHF is going to grow because it has to grow. It is needed," he declared.

The chairman was presented with a certificate for life membership in NAEB and lauded

(Continued on page 102)

for more AT DEADLINE turn page

at deadline

COURT EXTENDS DATE FOR ANTI-TRUST HEARING

ATTORNEY GENERAL's office pulled surprise maneuver Friday by requesting New York's Southern District Court to extend another five weeks hearing date—set for today (Monday)—of RCA motion to change or void Federal anti-trust subpena, served as opener to all-electronics industry investigation [B•T, March 3].

Malcolm A. Hoffman, special assistant to Attorney General and member of Anti-Trust Division, argued that extra time was needed for government study of RCA motion, an 800-page document involving, he said, complicated questions of fact. RCA, represented by John T. Cahill, corporation director and member of New York law firm bearing his name, opposed request. When court ruled for three-week extension, RCA attorneys pleaded, in surprise maneuver of their own, they could not appear at that time, and hearing was extended by more than seven weeks to June 12.

SEIZURE STATEMENT BY TRUMAN CRITICIZED

REMARK by President Truman implying he had power to seize newspapers and radio stations, just as he seized steel mills, brought quick reply Friday from Jim Bormann, WCCO Minneapolis, president of National Assn. of Radio News Directors (early story page 27).

"If the President can seize the press and radio of the country, constitutional guarantees of freedom of speech and freedom of the press are meaningless," he said.

Joseph Short, press-radio secretary to President Truman, refused to amplify the Thursday remarks at a Friday conference.

HAMPSON GARY DIES

HAMPSON GARY, 79, onetime FCC Commissioner and General Counsel, died late Thursday night in Palm Beach, Fla. Mr. Gary served as a member of the Commission from July 11 to Dec. 24, 1934. He left the FCC as General Counsel in 1938. He leaves a son, Franklin Gary, and daughter, Mrs. Helen Moran.

KELO SIOUX FALLS, SOLD

SALE of KELO Sioux Falls, S. D., from S. Fantle Jr. to local partnership controlled by motion picture theatre owners for $280,000 [AT DEADLINE, March 17] was approved Friday by FCC. New owners of 15-year-old station, on 1320 kc with 5 kw, are Joseph L. Floyd, theatre operator and originator of radio-TV show *Blind Date;* Edmund R. Ruben, owner of 18 theatres in South Dakota and Minnesota and former U. of Minnesota football star; L. T. Bentson, who has minority interest in WMIN St. Paul. Each owns one-third.

LAMB N. Y. OFFICE

EDWARD LAMB Enterprises Inc., announces opening of New York offices at Barclay Hotel. Under managership of Bernard H. Pelzer Jr., office will correlate Mr. Lamb's various interests, which include ownership of WTVN (TV) Columbus, Ohio; WICU (TV) Erie, Pa.; WTOD WTRT (FM) Toledo and WHOO-AM-FM Orlando, Fla. National promotion manager will be added to New York staff, Mr. Lamb said.

In this Issue—

Though some attorneys and engineers side with dissenting Comr. Jones in calling the FCC TV allocations a failure and others hint of court actions, there is no clear indication that anyone is intending to tie up the TV thaw in the courts. *Page 25.*

Set manufacturers swear that conversion to UHF won't be very painful. And government authorities are optimistic about the availability of materials to build new TV stations. *Page 25.*

Fifteen applications for TV stations are filed in the vanguard of a promised post-thaw deluge at the FCC. *Pages 70-71.*

With 242 stations theirs for the asking, educators are wondering whether they can afford the costly gift. *Page 80.*

Can two or more AM operators in a given community join in a common application for a scarce TV channel? FCC Chairman Walker gives the hint of an answer. He's concerned over "concentration of control" over broadcasting. *Page 69.*

Did the radio network rate cuts last July accomplish their intended purpose? Here's a box score on new advertisers that have entered network radio since the cuts and old ones who quit anyway. *Page 23.*

Radio took in more revenue in 1951 than it ever had before, but its income (before federal taxes) was lower than in 1950. The official FCC estimate of the 1951 financial record is on *Page 23.*

A remark by President Truman at his special news conference for the American Society of Newspaper Editors, is interpreted to mean he thinks he has the right to seize newspaper and Radio-TV any time he wants to. *Page 27.*

Last February, TV network gross again outstripped radio network gross—$14,786,047 to $13,560,948. It's not only that clients spent more money on TV; there were also more clients. *Page 27.*

Among big advertisers, news programs are becoming favored broadcasting buys. *Page 26.*

A Senate Subcommittee worrying about political campaign costs, thinks broadcasters ought to block out time segments for paid political programs to avoid costs of paying regular sponsors whose times are preempted by politics. *Page 26.*

Building-minded broadcasters have been given what amounts to a blank check on materials allotments by the National Production Authority. *Page 28.*

Upcoming

April 20-24: American Newspaper Publishers Assn., Waldorf-Astoria, New York.
April 21: BAB Sales Clinic, San Francisco.
April 21-26: Educational TV Programs Institute, Pennsylvania State College, State College, Pa.
April 23: BAB Sales Clinic, Portland, Ore.
April 25-26: Washington State Assn. of Broadcasters, Pullman, Wash.

(Other Upcomings page 36)

Closed Circuit

(Continued from page 5)

Club, elite social club occupying about [illegible] square blocks of land near lake front six mi[les] north of Loop, for conversion to TV studi[os]. Charles Luckman, former Lever Bros. presid[ent] who designed CBS television center in Hol[ly]wood, would be retained as architect. [illegible] Atlass also reported interested in buying Ho[llywood] film studio—with Atlas Film Corp. (no re[lation]) in suburban Oak Park mentioned.

COMMISSIONER Robert F. Jones, w[ho] strongly dissented from FCC majority TV al[lo]cations, is hitting sawdust trail next mon[th]. He speaks May 1 before Ohio Assn. of Broa[d]casters at Columbus and on May 20 bef[ore] combined meeting of Pittsburgh Radio & Tel[e]vision Club and Pittsburgh Advertising Cl[ub]. His topic on both occasions: Against what h[e] characterizes as FCC majority's "Firm, Fix[ed] and Final Plan" and in favor of his own ru[le] making flexible plan.

SENATE Appropriations Committee has ask[ed] FCC to submit additional justification for i[ts] $8 million fiscal 1953 budget, following issuan[ce] of the Commission's final TV allocation repo[rt] week ago [B•T, April 14]. House chopp[ed] President's request down to $6 million an[d] Commission hopes Senate will restore cut s[o] it can handle expected TV application avalanche [B•T, March 31].

MAJOR manufacturer understood to have ad[-] vised dealers that because radio discounts i[n] many instances seem to "depend entirely upo[n] how badly the station needs business or upo[n] the dealer's bargaining ability" it is changin[g] its factory-dealer cooperative advertising sys[-] tem. Under new deal, factory would pay ha[lf] of cost of announcements obtained at "lowes[t] local rate and maximum frequency discount[s] or one-third of station's published national ra[te] for same type of announcements—"whichever is lower."

NBC's *Today* is going well commercially and i[s] now nudging $50,000 per week or about 25[%] of available saleable spots. Among new ac[-] counts understood to be Bauer & Black, Inter[-] national Silver and Pepperell Sheets.

MORE TV CHANNELS ASKED BY EDUCATORS' GROUP

FURTHER extension for educational televi[-] sion was asked from FCC by Public Interest Committee of National Assn. of Educational Broadcasters in letter made public Friday.

Signed by Chairman Edward L. Bernays, letter hoped for FCC provision of added TV channels for "many metropolitan communities not covered by recent allotments, that extra channels be given "great educational centers like New York, now inadequately covered."

RANDAU BUYS KXOB

CLEM RANDAU, executive director of Civil Defense Administration, has bought KXOB Stockton, Calif., from Lincoln Dellar for $200,000, it was reported Friday. Application will be filed with FCC soon. Mr. Randau and wife will own 55% of station. Other stockholders are Sherrill Corwin, Ralph Stolkin, Edward J. Burke Jr. Mr. Randau is minority stockholder in WNEW New York, was formerly executive of Field Enterprises, publisher of books and newspapers, owner of radio stations. KXOB on 1280 kc, with 1 kw, is affiliated with MBS.

for more AT DEADLINE see page 102

no. 1 Market

At left, the new Tulsa Chamber of Commerce Building, erected at a cost of $1,800,000.00.

Koberling & Brandborg, architects

"The Tulsa Spirit" is a phrase long famous in the Southwest and it is rich with meaning for there really is such a thing! This spirit is just *one* of the many plus factors which make Tulsa the heart of Oklahoma's No. 1 market. There's a difference — an important difference — in markets, and pride is one of them. Tulsans are proud of their city! They are willing to back up that pride with money! Tulsa *is* a market where *spendable* income is great and the folks spending that money are great too!

We of KVOO are mighty happy and proud to have had a part in helping the Tulsa market develop and grow since 1925!

If *you* want to tell the fine people of this area about *your* product, tell them *best* over the station *most* of them listen to *most* of the time — KVOO, The Voice of Oklahoma for more than a quarter of a century!

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market.* there were 279,436 cars (Sept. 30, 1951†). The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

SOURCES:

* BMB Study No. 2

† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways

** Greensboro & High Point Police Depts.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts

CBS Affiliate

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

Agency Beat
Aircasters
Allied Arts
Editorial
FCC Actions
FCC Roundup
Feature of Week
Film Report
Front Office
New Business
On All Accounts
On The Dotted Line
Open Mike
Our Respects to
Programs, Promotion, Premiums
Strictly Business
Telestatus
Upcoming

TELECASTING Starts on page 67

WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Ruth D. Ebert, Madeleine Tress, Elwood M. Slee, Clyde Baker.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Dorothy Munster, William Ruchti, Liz Thackston. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0773* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

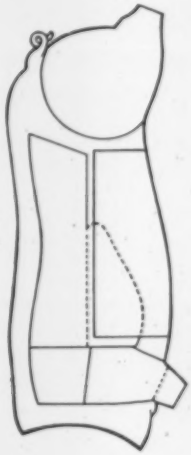
Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

Pigs are not all Pork Chops



CUTS	POUNDS
HAM	29
BACON	27
PORK ROAST	18
PICNICS & smoked shoulder butts	11
CENTER CUT PORK CHOPS	10
PORK SAUSAGE	8
MISC. CUTS	5
SALT PORK	7
LARD	35

240 lbs. = **180 lbs.** = **150 lbs.**

Live Hog | **Wholesale Weight** | **Retail Cuts**

The price of pork chops is one item in the "cost of living" that almost any woman—or economist—can quote off hand.

Although this figure has become almost symbolic of the level of meat prices, *only about 5% of a pig is center cut pork chops!*

A 240-pound porker, when dressed by the meat packer, comes down to *180* pounds of wholesale weight—unprocessed fresh meat cuts and fat for lard. Some of these cuts lose more weight when they are boned, cured, smoked or otherwise prepared. This leaves only about *150* pounds of pork products for the retailer to sell. And only *10 pounds* are center cut *pork chops.*

That's why you pay more for pork chops than for most other cuts of pork. For, from sausage to pork chops, the price of each cut is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it "shopping." They compare, pick, choose. In a free market, their choice sets the values.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

The Great Thaw

EDITOR:

I want to compliment you on the prompt and splendid piece of work you did in getting out, on time, copy of our report and order lifting the television freeze.

Paul A. Walker
Chairman
Federal Communications Commission
Washington, D. C.

* * *

EDITOR:

I have been leafing through your publication of the final TV report. It is the most complete job that I have seen and I want to add my thanks and appreciation and congratulations to the many others you will receive for this outstanding bit of publishing enterprise.

Edgar Kobak
341 Park Ave.
New York City

open mike

EDITOR:

MANY THANKS FOR SENDING COMPLETE REPORT WHICH IS A WONDERFUL SERVICE. THE ENTIRE INDUSTRY SHOULD BE GRATEFUL TO YOU AND MORE ESPECIALLY WE WISH TO EXPRESS OUR HEARTFELT THANKS.

GEORGE B. STORER
PRESIDENT
THE FORT INDUSTRY CO.
MIAMI

* * *

EDITOR:

Congratulations to you and your staff upon the April 14, 1952, Part II issue of BROADCASTING • TELECASTING, reporting the final television allocations of the FCC, which arrived here this morning.

It is a monumental job, produced with amazing speed and accuracy, quite typical of your journalistic enterprise.

George W. Bailey
Executive Secretary
Institute of Radio Engineers
New York

* * *

EDITOR:

It's 2 a.m. and I have been working so hard on Cancer Crusade publicity that it's only now I have had a chance to pick up the [illegible] freeze edition of your magazine—a day late.

I don't know when I have had more admiration for a team than I have for all you people.

What a job!

What a team!

As one night worker to others you have my deepest admiration, gentlemen, for a job that will go down in trade magazine history!

Cody Pfanstiehl
Director of Audience Promotion
WTOP-AM-FM-TV
Washington, D. C.

* * *

[EDITOR'S NOTE: Space limitations prevent our publishing all the thoughtful messages received from readers whose appreciation makes the hard job done over an Easter weekend by our staff and printers seem rewarding and worthwhile.]

* * *

How to Help Orphans

EDITOR:

. . . The radio industry in general has before it an opportunity to show its spirit of cooperation and desire to further expand its chosen profession. . . .

Today there is before the FCC a backlog of AM applications and many of them have been in the files for a year and over. A minimum of these applications are from non-station markets and are at present static while the FCC is slowly working on applications from one and more station markets . . . The non-station markets must wait and go without primary and oftentimes good secondary service while processing goes on in favor of markets that are adequately covered . . . Would not the processing of these orphan markets be more fair?

An interest in their clients would be displayed if all equipment sales concerns would offer to the FCC the services of their engineering staff for a period that would clear up the backlog that the FCC acknowledges is 10 months behind in its processing. . . .

With such help provided, the FCC could clear up the backlog of AM applications and after they are cleared could concentrate almost fully on the huge TV problems that lie ahead. Perhaps this system could be extended to TV applications also . . .

Daniel J. Hyland
General Manager
Israel Putnam Broadcasting Co.
Putnam, Conn.

* * *

Let's Be Vital

EDITOR:

Is the relative merit of "come down" *vs.* "go down" the most important question which can be presented for the consideration of copy writers today? Apparently so, since that is the first copy writing question dealt with to an appreciable degree by B•T, the major voice of the industry. Apparently so, since such a recognized specialist as author Laemmar chose

(Continued on page 64)

Over 6,000 responses from 17 states during five months period ending March 1 is the achievement story of the Lincoln Hatchery, Lincoln, Nebraska . . . one of the world's largest. Using **only** KFAB to cover the big Midwest-Empire Market, the hatchery reports these amazing results from its noon-hour program, "Poultry Pointers."

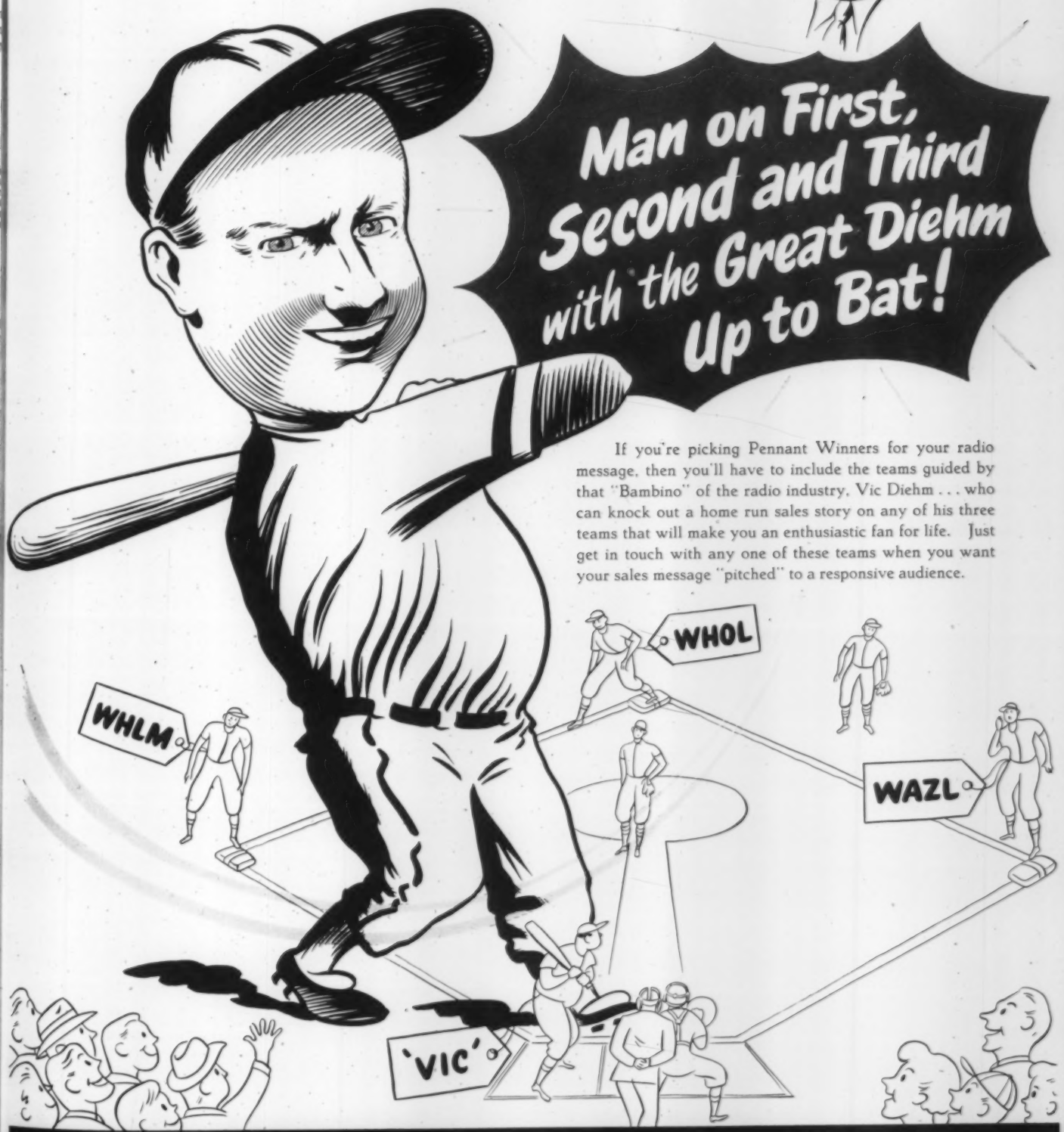
The achievement in advertising marked up by Lincoln Hatchery is typical of records made by many advertisers using the selling power of KFAB. If you are not yet in the KFAB fold of "Achievement Advertisers" get the facts today. Contact Free & Peters . . . or Harry Burke, General Manager.

THE MIDWEST-EMPIRE SERVED BEST BY KFAB

Vic RADIO PROFIT Diehm Says:

Man on First, Second and Third with the Great Diehm Up to Bat!

If you're picking Pennant Winners for your radio message, then you'll have to include the teams guided by that "Bambino" of the radio industry, Vic Diehm . . . who can knock out a home run sales story on any of his three teams that will make you an enthusiastic fan for life. Just get in touch with any one of these teams when you want your sales message "pitched" to a responsive audience.



WAZL ★ **WHOL** ★ **WHLM**

HAZLETON, PA. NBC-MBS (Represented by Robert Meeker Associates).

ALLENTOWN, PA. CBS

BLOOMSBURG, PA. LIBERTY (Owned and Operated by Harry L. Magee).

SAN DIEGO
JAN.-FEB., 1952
HOOPER INDEX
FIRST
OVERALL
KCBQ — 19.0
A 17.6
B 12.5
C 11.5
D 9.9
FIRST
IN MORNING
KCBQ — 15.0
B 13.8
D 12.6
A 12.5
C 11.9
FIRST
IN AFTERNOON
KCBQ — 19.5
A 18.2
B 13.3
C 8.8
D 7.7
EVENING
KCBQ — 20.6
A 20.9
C 13.9
B 11.1
D 10.1
KCBQ
audien
nation's
growing
SAN DIE

-first in

nce in the

'sfastest

gmajor market

EGO

1 will get 2 you with West Virginia's "personality package!"

In West Virginia, one order buys two powerful, sales producing stations at a combination rate that is about the same as you would pay for any single comparable station in either locality! This means twice the impact in a lush industrial market that spends $500,000,000 annually. Write for details about WKNA-WJLS today!

the personality stations

WKNA
WKNA-FM
CHARLESTON—950 KC
5000 W DAY • 1000 W NIGHT
ABC Radio Network Affiliate

WJLS
WJLS-FM
BECKLEY—560 KC
1000 W DAY • 500 W NIGHT
CBS Radio Network Affiliate

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED & CO.

new business

CALIF. PACKING Corp., S. F. (Del Monte canned fruits, vegetables) starts alternate *CBS Radio Newsroom, Sunday Desk* on 11 Columbia Pacific radio stations, Sun., 5:30-6 p.m. PST, for 52 weeks from M 4. Agency: McCann-Erickson Inc., that city. Co-sponsor is HOFFMAN RADIO Corp., L. A., through Foote, Cone & Belding Inc., that city.

PUREX Corp., Southgate, Calif. (Trend detergent), started *Jack Ow Show* on 11 Columbia Pacific radio stations, Thurs., 4:15-4:45 p.m. PS for 13 weeks from April 3. Agency: Foote, Cone & Belding Inc., L. A.

CELLA VINEYARDS, Fresno, Calif. (Betsy Ross grape juice), sta *Hopalong Cassidy* on 11 CBS California radio stations, Sat., 6:30-7 p PST, for 26 weeks from April 26. Agency: Thomas Adv., that city.

LOMA LINDA FOOD Co., Arlington, Calif., starting concentrated rad TV spot campaign for Ruskets Flakes breakfast cereal in Californ Washington and Oregon. Agency: Elwood J. Robinson & Co., L. A.

B-B PEN Co., Hollywood, started concentrated TV spot announcem campaign, April 15, for Xm eye-glass cleaner on KNXT (TV) Hol wood, WHAM-TV Rochester, WBZ-TV Boston, WXEL (TV) Clevela WBKB (TV) Chicago, WBEN-TV Buffalo, WTMJ-TV Milwaukee a WTCN-TV Minneapolis. Agency: Foote, Cone & Belding Inc., L. A.

SWIFT CANADIAN Ltd., Toronto (all Swift products), starts live sh on 6 French radio associates stations on May 5 for 26 weeks, Mon. th Fri., 9-9:15 a.m. Agency: J. Walter Thompson Co., Toronto.

GAYLORD PRODUCTS of Canada Ltd., St. Hyacinthe (hair product has started one minute spot announcements til November, on 18 Canadi stations. Agency: Cockfield Brown & Co., Montreal.

Network • • •

TIDE WATER ASSOCIATED OIL CO., N. Y., renews *Broadway to Holl wood* on DuMont Television Network for eighth time. Show is telec Thurs., 8:30-9 p.m. EST. Agency: Lennen & Mitchell, N. Y.

CARNATION Co., L. A. (evaporated milk), and **B. F. GOODRICH Co** Akron (tires), to alternate sponsorship of CBS-TV *George Burns an Gracie Allen Show* on film, weekly for 52 weeks starting Oct. 2. Agenc for Carnation: Erwin, Wasey & Co., L. A. Agency for Goodrich: BBD Hollywood.

BOYLE-MIDWAY Inc., division of American Home Products Corp., N. Y has purchased quarter-hour *Sports Showcase* segment of *Saturday Nigh Wrestling* on DuMont, Sat., 10 p.m.-12:30 a.m. EST, effective April 1 for 26 weeks. Agency: W. Earl Bothwell, N. Y.

PALM BEACH Co., N. Y., to sponsor Palm Beach Round Robin Invita tional Golf Tournament on CBS-TV on May 18, 4-6 p.m. Agency: Ruth rauff & Ryan, N. Y.

GILLETTE SAFETY RAZOR Co., Montreal (Toni division), on April 1 starts for 11 weeks, with option to renew for summer months, *Twent Questions* on 35 Dominion network stations, Sat., 8-8:30 p.m., replacing Canadian comedy program *Wayne & Shuster*. Agency: Spitzer & Mil Ltd., Toronto.

MINUTE MAID, N. Y. (frozen orange juice), to sponsor Wednesd segment of *Gabby Hayes Show* on NBC-TV, effective June 1. Agenc Ted Bates Inc., N. Y.

Agency Appointments • • •

VERMONT BLUE RIBBON DEALERS Assn., L. A. (used car dealers) names Yambert-Prochnow Inc., Beverly Hills. Radio spot announcement will be used.

BEAUTIFUL BRYANS Inc., Chattanooga (nylon hosiery), names Abbo Kimball Co., N. Y., effective May 1.

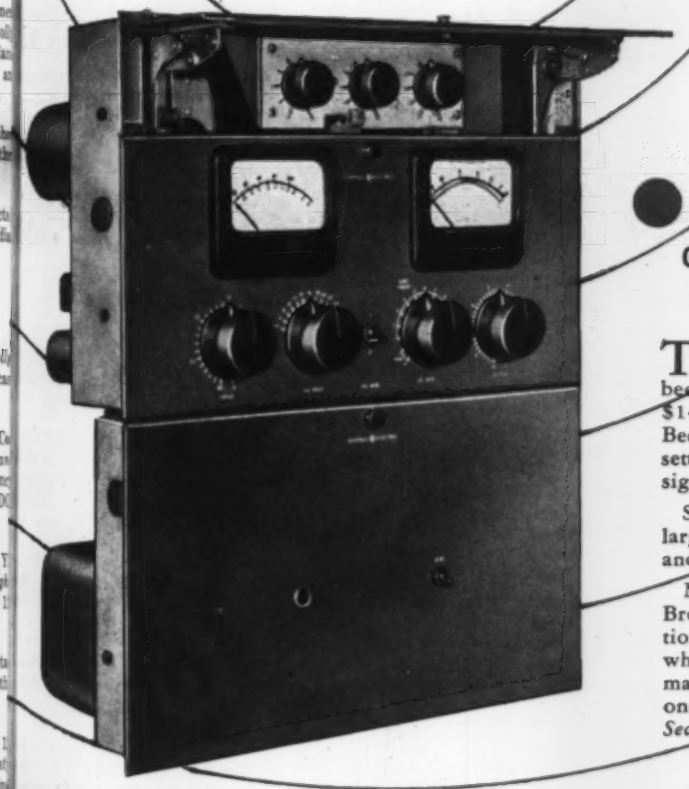
DUFF'S LINE OF MIXES, acquired by Pillsbury Mills, names Ted Ba & Co., N. Y.

ASSOCIATED FREEZER DEALERS, L. A. (retail home freezers)

(Continued on page 93)

"We increased fringe area coverage by 29%—at a cost of less than 3¢ per family!"

Sherm Marshall, General Manager, WOLF, Syracuse, N. Y.



General Electric Limiting Amplifier Helps a 250-watt Independent Outpull Higher Powered Competitors

THIS G-E amplifier cost WOLF, Syracuse, $897.* According to station management, this General Electric equipment has been twice as effective in attracting fringe area listeners as a $14,000 half-wave antenna system previously used alone. Why? Because it gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise.

Since the installation of the amplifier, the station has had the largest Hooper shares of audience in its history. In dollar volume and number of advertisers, business has never been better.

More than 450 stations are now using the G-E Limiter. The Broadcast Man at the G-E office near you has plenty of information on its performance. Call him today and he will demonstrate why it's one of the most farsighted investments a station can make. Meanwhile, let us send you a new illustrated bulletin on the Limiting Amplifier. Write: *General Electric Company, Section 242-21, Electronics Park, Syracuse, New York.*

** Price today slightly higher.*

. . . Says the station manager

"In a recent campaign, with three stations dividing the advertiser's schedule, WOLF (250 watts) outpulled two regional 5 kw stations in out-of-town mail. Telephone orders came in from as far away as 46 miles. We attribute this penetration in large measure to the General Electric Limiter."

Sherm Marshall, General Manager

. . . Says the station engineer

"This limiter anticipates a peak—and is already cutting when the peak is reached. With it you can always use the full capabilities of your signal without causing even instantaneous overmodulation. It enables us to use more current without reducing the life of the modulation tubes."

Don Muir, Station Engineer

You can put your confidence in— **GENERAL ELECTRIC**

THIS
IS YOUR CHAIR

SO LET'S TALK BUSINESS

SALES are important to all of us and right now "SPEEDY" the Pioneer has time available for your product. WSPD, Ohio's Pioneer Station, serves a Billion Dollar market and an audience of 3,000,000 people. We know you don't want to pass up Ohio's THIRD MARKET—so let's talk business. Call KATZ or Tom Harker and join the thousands of satisfied sponsors who have used this *1st.* station in a buying market. *Your* rating surveys will prove WSPD is your BEST BUY—and a phone call will tell you about outstanding availabilities to insure you of "SPEEDY SALES" in Northwestern Ohio.

WSPD AM-TV

Represented Nationally by KATZ

agency

WALTER J. BOWE, Benton & Bowles, N. Y., to Hewitt, Ogilvy, son & Mather, N. Y., as radio-TV timebuyer.

GEORGE D. WINKLER, media director, West-Marquis, L. A., to tive staff of Roy S. Durstine Inc., L. A.

STEPHEN C. SCOTT, media director, Buchanan & Co., L. A., to Knight Inc., that city, as assistant to president, VICK KNIGHT, GILBERT, free-lance designer-illustrator, joins agency as art di

JOHN CARMAN, Chicopee Mills Inc., N. Y., to Doherty, Clifford & field Inc., N. Y., as account executive.

on all accounts

JOHN GIBBS, head of the firm bearing his name, is shepherd of a three-fold enterprise whose apparent complexity is controlled by the fundamental simplicity inherent in the word "quality."

Packager, producer and talent representative, Mr. Gibbs has built his principle into one of the most profitable ventures of its kind in the industry.

As a packager, he is the source of approximately a $12 million flow of revenue to the radio and TV networks. As a talent representative, his clients include, among others, actors Charles Laughton, Raymond Massey, Hume Cronyn and Jessica Tandy; emcees Tommy Bartlett and Johnny Olsen; and writers Somerset Maugham, Sandra Michael, Elaine Carrington, Orin Tovrov, Mona Kent and Jane Cruisinberry.

Mr. GIBBS

The television production efforts of his firm center on the NBC-TV hour-long *Robert Montgomery Presents* program, produced each week in conjunction with Mr. Montgomery for the American Tobacco Co. and Johnson's wax.

Mr. Gibbs made his entry into radio in Milwaukee in 1926 while still an undergraduate at Marquette U. in that city. He became sports announcer and finally chief announcer at WISN Milwaukee.

Three years after his graduation from Marquette, following successive jobs as promotion manager of a newspaper and program manager of a radio station, he joined the Cramer-Kasselt Co., Milwaukee, as director of its radio department. He remained with the agency until 1940 when he sold the first string of radio serials, *Against the Storm*, to Procter & Gamble. program, still on the air, was o nated and written by his Sandra Michael.

On the strenth of its success, Gibbs moved to New York Mr. Gibbs established his own duction agency. Within six mo he had sold another serial, *Journey*, and was clearly on way as a reckonable radio en

Currently the plete list of properties incl *Against the St* sponsored by P Morris Co. on A radio; *Lone Jour* sponsored by L Bros. on ABC ra *When a Girl M ries*, underwritten General Foo *Mary Marlin* *Marriage for T* sustaining on A radio; *Welco Travelers* on N radio, sponsored Procter & Gamb *Robert Montgom Presents* for Lu Strike cigarettes Johnson's wax on NBC-TV *Johnny Olsen's Rumpus Room* DuMont, sponsored by Prem Foods.

Mr. and Mrs. Gibbs met w both were working at WISN, as a staff writer. They now l in Greenwich, Conn., on a 32-a farm. In addition, the couple o a ranch in Montana and the Gi agency also has bought a ranch La Quinta, Calif., to make tele sion and motion pictures.

Mr. Gibbs' hobby is raising poodle dogs. In fact he served of his poodles, Lena, as tale agent. Lena has starred on ma a TV show and her earnings to t firm, Mr. Gibbs computes, co quite properly to about 10% of t money invested in her.

beat

FRANK WOODRUFF, formerly with Young & Rubicam, Hollywood, to Lennen & Mitchell, Beverly Hills.

HERMAN S. THOENEBE, vice president-creative director, John Falkner Arndt & Co., Phila., elected to board of directors.

E. C. BRADLEY rejoins Biow Co., N. Y., as vice president and member of executive management group.

Mr. Bradley

PEG ODLUM BENDER, Dan River Mills Inc., N. Y., to Ellington & Co., that city, as account executive.

ARTHUR CARROLL JONES, BBDO, N. Y., to Benton & Bowles, same city, as account executive.

GEORGE OSWALD, Cecil & Presbrey, N. Y., to Kenyon & Eckhardt, that city, as account executive.

ROBERT ALLGOOD joins Hixson & Jorgensen Inc., L. A., as account executive.

HENRY J. VOLKER Jr., recently with Remington Rand and International Nickel Co., to G. M. Basford Co., N. Y., as account executive. ARTHUR WEINBERG, formerly with General Electric Co., joins Basford publicity department.

LAWENCE SCHWAB Jr., previously with J. Walter Thompson Co. and Young & Rubicam, to Harry B. Cohen Adv., N. Y., to produce and direct *Lights Out* on NBC-TV for Ennds Chlorophyll Tablets and supervise *Police Story* on CBS-TV.

WILLIAM Mc QUILLAN, McCann-Erickson, N. Y., to Robert W. Orr & Assoc., that city, on copy staff.

WILLIAM G. CHALKLEY, Fuller & Ross & Smith, Cleveland, appointed manager of media department. C. W. BILLINGSLEY to direct media in agency's Chicago office, succeeding L. J. BOYCE, transferred to media staff at Cleveland office.

Mr. Chalkley

RICHARD H. EYMAN, sales staff, WNLK Norwalk, Conn., to timebuying department, McCann-Erickson, N. Y.

JOHN M. WILLEM, vice president of Leo Burnett, Chicago, elected a director of AAAA, representing group's Central Council, headquartered in Chicago.

ADRIAN BRYAN MACK, formerly with Cecil & Presbrey Inc., and William H. Weintraub Inc., both N. Y., to copy department of Sherman & Marquette, that city.

MILTON H. HOFFMAN Adv., Denver, has merged with BEN BEZOFF & Co., that city. Agencies will continue under latter firm's name.

BOB MAGNANTE, art director, Sass-Wilson Art Agency, L. A., to H. M. Gardner Assoc., that city, in similar capacity. DICK MULCAHY, writer-producer, ABC Hollywood, joins agency as copy chief and director of public relations.

DOROTHY KUHRE promoted to production manager-art director, Axelsen Adv., Denver.

HENDERSON Adv., Greenville, S. C., elected to membership in American Assn. of Adv. Agencies.

ASSOCIATED Adv., Montreal, changes name to Burns Adv., Ltd.

LEO BURNETT Co., L. A., moves to 1680 N. Vine St., Hollywood. Telephone is Hillside 7374.

WAYNE R. LELAND, account executive, House & Leland, Portland, elected chairman of board of governors of Portland Chapter of AAAA. Other officers include: T. BRYCE SPRUILLE, Botsford, Constantine & Gardner, vice-chairman; GEORGE E. CLINTON, partner and media director, Joseph R. Gerber Co., secretary-treasurer, and WILLARD E. WILSON, manager, McCann-Erickson Inc., board of governors.

Got something to sell to TEEN-AGERS?

Beam your message at them during WHAM'S weekly

"Hi-Teen" Dancing Party

1:30 TO 4:00 P.M. SATURDAYS

on a participation or "Block" time basis

Started in January, this new program mushroomed to "most popular" classification almost overnight.

It has two "angles"—the three hundred (and more) teenagers who jam a Rochester ballroom to dance and participate in M. C. Ted Jackson's merrymaking—plus the thousands at home who listen to the goings-on (and your commercials) for two-and-a-half solid Saturday hours. And don't overlook the tremendous merchandising possibilities.

Incidentally—the station is WHAM, to which PULSE accorded 99.3% listener preference in 16 Western New York counties.

Ask the HOLLINGBERY man about participation

WHAM

The Stromberg-Carlson Station

Rochester, N. Y.

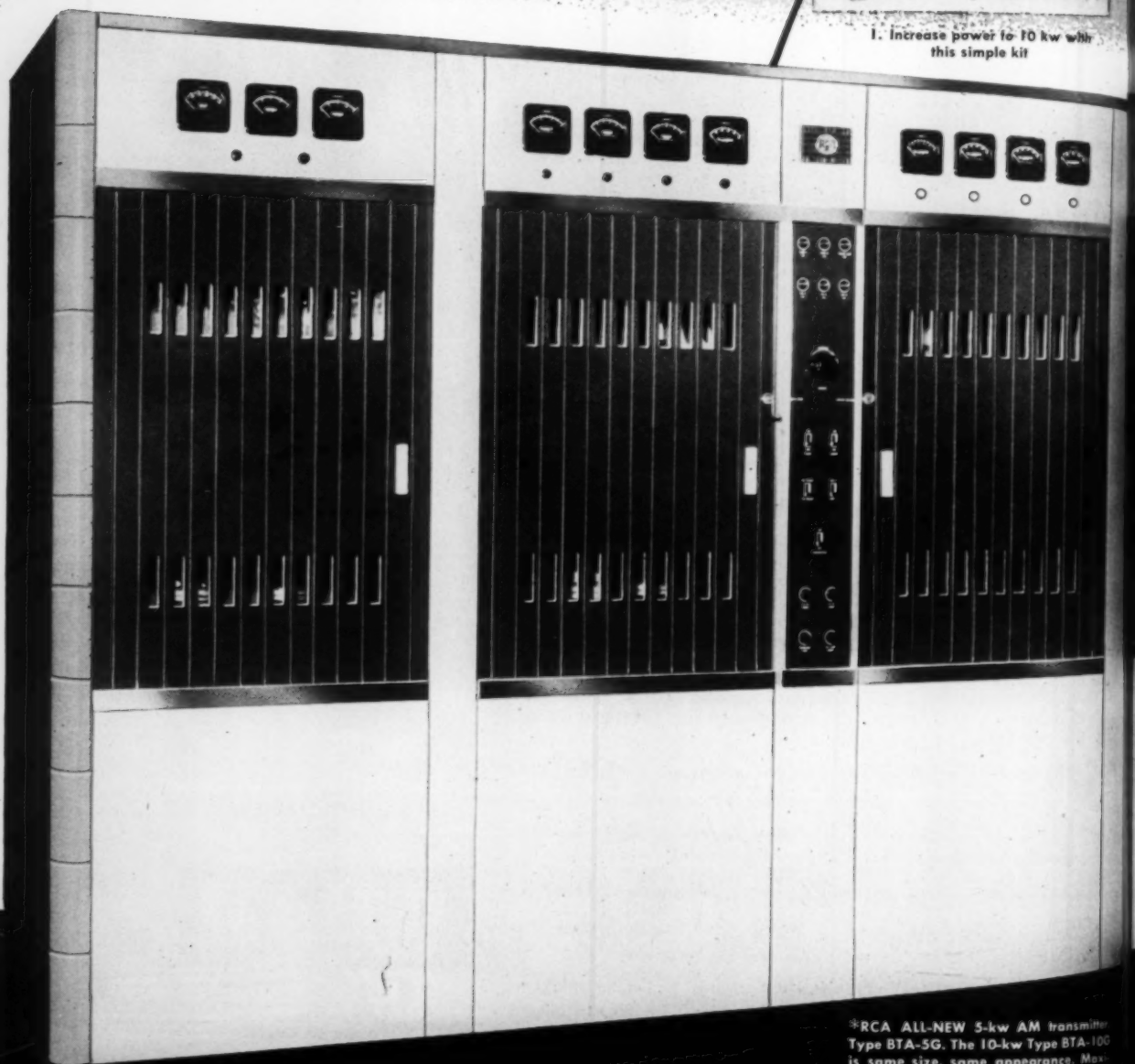
Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

Completely NEW 5-kw AM...*

New small size

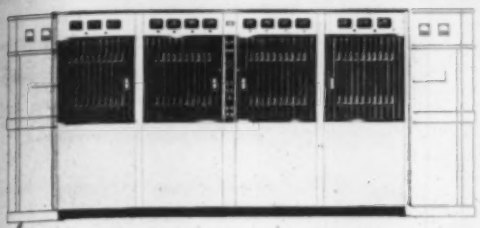
1. Increase power to 10 kw with this simple kit



*RCA ALL-NEW 5-kw AM transmitter Type BTA-5G. The 10-kw Type BTA-10G is same size, same appearance. Maximum floor area, only 33 sq. ft. Both transmitters are completely air-cooled

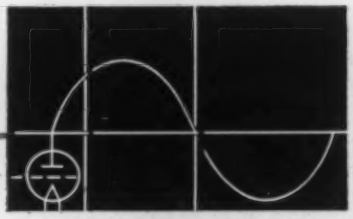
...with a "10-kw" future!

New operating convenience - New operating economy



2. Up to 40% less floor area than previous "5 kw's"

3. Power tube costs reduced



4. 1/60th second arc-back protection

5. Lower power bills

6. Sliding doors—front and rear

Just read these exclusive features . . .

1. It is a 5-kw AM transmitter you can increase to 10 kw—easily—inexpensively—quickly. No lost air time for conversion. One simple kit makes it easy to increase power overnight. (Yes, you can buy this transmitter ready-built for 10 kw, too).

2. It requires less "operating" floor space than other 5 kw's—saves up to 40% floor area. Entire transmitter is only 84" high, 130" wide, 32½" deep.

3. It's the ONLY "5 kw" with such low tube costs. Power and modulator stages use the new small size, lightweight RCA-5762—costing less than half that of power types in most "5 kw's".

4. It's the ONLY "5 kw" with "split-cycle" overload and voltage protection—using thyratron-controlled rectifiers. Circuits work so fast audiences cannot detect "off-air" breaks.

5. It holds power bills to the LOWEST in the "5-kw" field—through smaller power tubes, fewer stages, fewer tubes (only 24 tubes and 8 different types).

6. It's the ONLY "5 kw" with horizontally-sliding doors *front* and *back*. Benefits:

   √ Saves over 60 square feet of floor area
   √ Provides more elbow room for operator
   √ Makes it easier to get at transmitter

For all the facts about this basically new transmitter . . . newest of nearly three hundred RCA "5-kw's" now on the air . . . call your RCA Sales Representative.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT — CAMDEN, N.J.

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful mid-day program features the Cliff Quartette's individual music, popular records . . . plus Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:30-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

IT WAS 7 a.m. and disc jockey Bill Lowry, driving to the WGST studios in Atlanta for his morning record program, switched on his car radio. As he, himself, tells the story:

"I heard the announcer:

" 'Watch out for cancer's seven danger signals. Do you have a lump or thickening anywhere in your body? Do you have a sore that will not heal?'

"That was enough to start me thinking. I had a lump on my left leg. It had been there for eight months. Could this be cancer?"

Instead of going to a football game for which he had tickets the next day, announcer Lowry went to his doctor. Four days later, the father of two small daughters and "a little red-headed son" learned that what he suspected was true: He had cancer.

Mr. Lowry was operated on shortly after and became one of the 70,000 people in the U. S. to be pronounced cured of the disease last year.

To point out that an equal number—70,000 others—died needlessly of the same disease (as part of the total 210,000 cancer fatalities in America), Mr. Lowry has recorded his story on a 5½-minute platter, being distributed to other disc jockeys throughout the country by the American Cancer Society.

Described as a "somewhat reluctant" radio chairman of his local cancer drive last year—before he knew of his own illness—Mr. Lowry also has taped a request to fellow jockeys, explaining why they should play his story on the air. Their program, like the one Mr. Lowry had heard while driving to work, might also prevent a cancer death.

strictly business

NEW director of sales for DeFrenes Co., Philadelphia producer of television and motion picture film, is Col. Edward Davies, who should have much to contribute to a successful future for the company. Col. Davies was one of the first to make commercial spot film for television.

In the early days of TV, he charged $600 to $1,000 for a spot commercial and was amazed when advertising agencies paid the price.

Col. Davies' wide experience in radio and television dates back to the crystal set days, when he was an employe of Gimbel's in Philadelphia and Ellis Gimbel suggested the crystal radio might be a good addition to the toy department.

The mistakes made in television, according to Col. Davies, are very few compared to those made at the beginning of radio. "I was present at the birth of radio," he said, "and now feel like a midwife at the birth of television."

Edward Davies was born in Philadelphia where he attended Central High School and U. of Pennsylvania evening school. After graduation in 1911, his first position was with Gimbel's personnel department in Philadelphia. He left in September 1917 to join the Army in World War I. An infantryman, he received a battlefield commission.

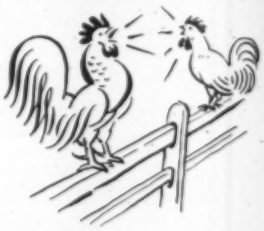
He returned to Gimbel's after the war and in March 1921 helped to found radio station WIP Philadelphia, becoming the station's first general manager. He was instrumental in inaugurating what are claimed to be the first football broadcast, the first church service and the first grand opera performance on radio.

COL. DAVIES

In 1932, Col. Davies entered the advertising field as radio director for John Falkner Arndt Co. Five years later, he returned to WIP as vice president and director of sales. At this time the station became

(Continued on page 44)

WORTH Crowing about!...



KWK is the radio buy in St. Louis!

Combing the St. Louis Market? Then you'll find KWK does have something to crow about... that LOW, low cost per 1000 radio homes delivered.

Your Katz man has the details—based on Pulse figures.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

They know at home
MORE $$ VOLUME
IN LOCAL BUSINESS THAN ANY OTHER STATION IN TOPEKA!

WREN offers you
• top ratings
• wide coverage
• lowest cost per listener

WREN

5000 WATTS
ABC TOPEKA

Represented Nationally by Weed & Co.

To sell Baby Foods to inland Californians

(and western Nevadans)

. . . Be on the Beeline

Baby foods or batteries, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market — inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

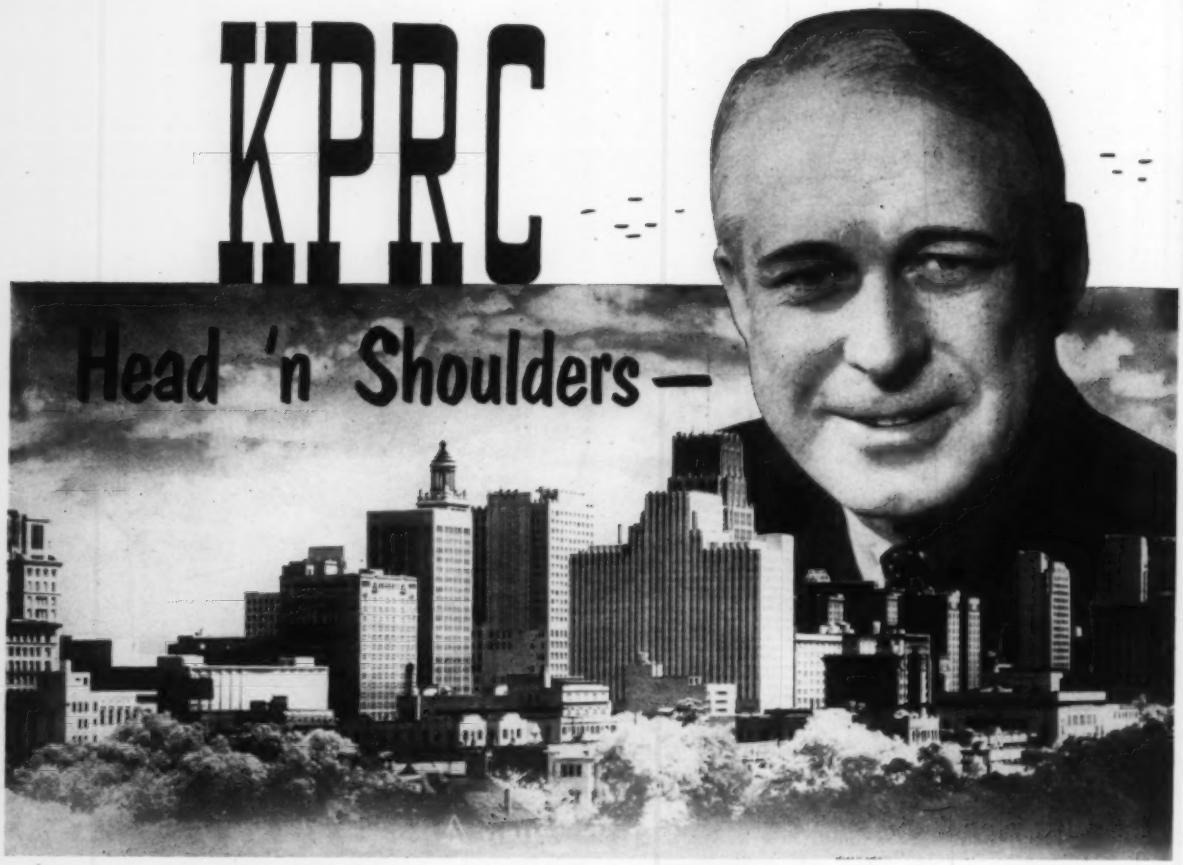
Affiliated with Inland California's 3 Leading Papers

THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

KPRC



30% Above Station B*

68% Above Station C*

152% Above Station D*

KPRC
HOUSTON

*Total rated time periods, share of Radio Audience Index. Hooper Radio Audience Index Report, February 1952.

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY and COMPANY

BROADCASTING

VOL. 42, No. 16 APRIL 21, 1952

NETWORK RATE CUTS' EFFECT

Boon or Boomerang?

By BRUCE ROBERTSON

LAST spring, when the radio networks announced that they were putting a 10% overall rate reduction into effect July 1—CBS and NBC a direct cut in rates, ABC and MBS a change in discount structure that amounted to virtually the same thing—a major argument for the move was that it would serve to attract new business to network radio, advertisers who had not previously used this means of advertising.

Nine months have elapsed since those rate reductions were introduced and the question arises as to just how well they have accomplished their assigned purpose of adding new names to the list of radio network sponsors.

BROADCASTING•TELECASTING last week checked the network rosters for an answer and came up with the fact that, since July 1, 1951, a total of 19 advertisers who were not previously network clients have bought time on one or more of the four major national networks. Of the 19, all but one are still using network time, to the sum of 11 hours a week.

Clients Added

The 18 new advertisers now on the networks represent annual gross billings of about $7.3 million.

By networks, ABC has added three new network clients, using a total of one hour and five minutes of network time; CBS, seven clients, using two hours and 25 minutes; MBS, five clients, using three hours and 15 minutes; NBC, five clients, using four hours and 15 minutes. (American Chicle Co. has programs on three networks, so the client figures add up to 20 instead of 18 advertisers.)

These figures are, of course, no guide to the amount of advertising each network is carrying in comparison to the volume before July of last year. As always, advertisers have switched programs from one network to another and have increased (or decreased) the amount of time purchased from any one network. And at least 24 sponsors have dropped out of network radio since last July, not counting those that sponsored one-time shows or such seasonal features as football.

The 18 new advertisers now on the networks are companies that either have never used network radio before or have been away from it for many years. Their names and the approximate total gross annual billings represented by each follow:

American Bakers Assn. $400,000, American Chicle Co. $1,000,000, American Protam Corp. $500,000, Avco Corp. $700,000, Borg-Warner Corp. $200,000, Credit Union Nat'l. Assn. $600,000, Economics Lab $125,00, Ex-Lax $1,300,000, Kingan & Co. $250,000, La Maur Products $30,000, Leslie Salt Co. $35,000, Morton Salt Co. $100,000, North American Van Lines $15,000, Orange Crush $350,000, Reynolds Metals Co. $550,000, Seabrook Farms $115,000, Stokely-Van Camp $725,000, Sylvania Electric Products $375,000.

Programs and networks used by these newcomers are listed in the table which begins on this page.

Comparing the number of the newcomers with the number of sponsors who have quit network radio since last July, it would seem that if the rate cuts achieved the result of enticing new money into radio networks, they were not wholly successful in retaining the money already coming in.

Business Lost

Following are the 24 sponsors who used networks on or since the date of the rate reductions but who have since that date taken their budgets entirely out of that kind of advertising: (This list does not include cancellations since last February. It was made up from Publishers Information Bureau reports which do not go beyond that month.)

American Dairy Assn. had David Lawrence on NBC, Sun., 15 min., April-Dec.

American Soul Clinic had *Witness Time* on ABC, Sun., half-hour, May-Sept.

Hazel Bishop Inc. (lipstick), had *Inside News of Hollywood* on ABC, 5 min., Mon.-Fri., Sept.-Dec.

Block Drug Co. (toothpaste) had Elmer Peterson on NBC, Sat., 15 min., March-Aug., and *No School Today* on ABC, Sat., 15 min., June-Sept.

Cudahy Packing Co. (Old Dutch Cleanser) had *Nick Carter* on

(Continued on page 36)

AM-FM INCOME

Drops 9.4% in 1951

DESPITE a record high of $455.4 million total revenues in 1951—2.5% higher than 1950's $444.5 million—AM-FM income (before federal taxes) totaled $61.8 million, a 9.4% decrease from 1950's $68.2 million.

According to the FCC, which last week issued the 1951 figures based on estimates supplied by networks and stations, the basic reason for the decline in income was because of the substantially reduced income of the four national and three regional networks—$10.8 million in 1951 vs. $19.0 million in 1950. This is a 43.2% decrease.

The networks also showed a decline in total revenues—$104.1 million in 1951 compared to $110.5 million in 1950, a 5.8% decrease. Expenses for networks went up 2%—from $91.5 million in 1950 to $93.3 million in 1951.

Total AM-FM-TV revenue for all broadcasters reached peak of $694.9 million, 26.4% over 1950's $550.4 million. Of this, TV accounted for $239.5 million in 1951 compared to $105.9 million in 1950, or 126.2%.

TV income, released in preliminary form last month, showed that for the first time networks made more money from TV than from AM [B•T, March 10].

Broadcast income before federal taxes for all services hit $105.4 million for 1951 compared to $59.0 in 1950. This was a 78.6% increase.

Total revenues of 2,240 AM and FM stations (excluding the 25 network O&O stations) were $351.3 million in 1951 compared to $334.0 in 1950, a gain of 5.2%. Income for these stations was $51.0 million in 1951 compared to $49.2 million in 1950, a jump of 3.7%. There were 2,203 such stations in 1950.

Commission reported that total FM revenues for 602 stations in 1951 was $3.2 million compared to $2.8 million for 669 stations in 1950.

Losses in income continued in FM, however. Loss for 65 non-AM affiliated FM stations in 1951 was $1.5 million compared to loss of $2.6 million for 86 such stations in 1950. Income for AM-affiliated stations could not be computed because of combined bookeeping methods used by all such stations. The Commission did point out, however, that eight of the 65 FM-only stations reported a profit in 1951.

In other breakdowns, the Commission showed that in 1951:

(1) AM stations took in 2.4% less in total revenues compared to previous year in cities where there was 50% or better saturation of TV sets. In non-TV markets, AM stations' revenues were 8.2% more.

(2) Decrease in total revenues was noted by 182 of 439 AM stations in TV markets.

(3) Increased loss or decreased income was felt by 239 of the same 439 AM stations in TV markets.

(4) TV accounted for 43.5% of

(Continued on page 34)

Table 1
TOTAL AM, FM AND TV BROADCAST SERVICES
Estimated Revenues, Expenses, and Income of Networks and Stations in 1951
($ Millions)

Service	1951 (Estimated)	1950	Percent Increase or (Decrease) in 1951
	Total Broadcast Revenues		
AM and FM	$455.4	$444.5	2.5
TV	239.5	105.9	126.2
Industry Total	$694.9	$550.4	26.4
	Total Broadcast Expenses		
AM and FM	$393.6	$376.3	4.6
TV	195.9	115.1	70.2
Industry Total	$589.5	$491.4	20.0
	Broadcast Income (before Federal Income Tax)		
AM and FM	$61.8	$68.2	(9.4)
TV	43.6	(9.2)	—
Industry Total	$105.4	$59.0	78.6

( ) Denotes Loss.

RE-BUYS WLAC

Insurance Firm Acquires

RE-PURCHASE, after 17 years, of WLAC Nashville by its former owner, Life & Casualty Insurance Co. of Nashville, was reported last week. Seller is J. Truman Ward. The insurance firm is paying $1,250,000 for the 50-kw Class I-B station on 1510 kc. Sale is subject to FCC approval.

Included in the terms of the contract is a life-time management contract for Mr. Ward at $30,000 per year. Provision is made that if Mr. Ward dies before 17 years from date of purchase, the $30,000 per year will be paid to his heirs until the seventeenth year of the contract.

WLAC, which is now a CBS affiliate, was established as WDAD-WLAC in 1925. It was owned by Dad's Auto Accessories Inc., a subsidiary of the Life & Casualty Insurance Co. Its first assignment was on 1330 kc with 500 w unlimited time, but in 1927 it was granted 1 kw day, 500 w night. This was made 1 kw day and night soon thereafter.

In 1928, during reallocation of AM stations, WLAC was assigned to 1490 kc with 5 kw, sharing time with WBAW Nashville. WBAW was then owned by the Waldrum Drug Co. was later sold to Tennesseean Publishing Co. *(Nashville Tennesseean)* with call letters changed to WTNT. WTNT was deleted in 1931, and WLAC was authorized unlimited time.

In 1935, the station was sold to Mr. Ward for $75,000. During the 1941 reassignments due to NARBA, WLAC was changed to 1510 kc. In 1941, it received a construction permit to go to 50 kw, with directional antenna at night.

Mr. Ward is a noted breeder of famous Tennessee walking horses. He owns the Maryland Farms, where he breeds these well-known show and riding horses.

Change of ownership will not affect any personnel, it was said. F. C. Sowell is general manager of WLAC.

FAIRBANKS NAMED

Succeeds Ensign at ABC

APPOINTMENT of William F. Fairbanks as ABC's eastern radio sales manager was announced last week. He succeeds William H. Ensign, who resigned to rejoin CBS Radio's Network Sales Dept. as an account executive, effective today (Monday).

Mr. Fairbanks

With ABC since November 1950, Mr. Fairbanks is a former director of planning of the Mutual Network, and before that was associated with NBC's Research and Sales Promotion and Advertising Depts. from 1933 to 1942.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Here come the players on the field, folks . . . The game is about to begin!"

GANGER ELECTED

President of P. Lorillard

ROBERT M. GANGER, who joined the P. Lorillard Co. in March 1950 as executive vice president, director and chairman of the operations planning committee, was elected president of the company last week.

Mr. Ganger succeeds Herbert A. Kent, who now becomes chairman of the board, and is succeeded as vice president by William J. Haley, previously vice president in charge of finance. Lewis Gruber, general sales manager, was elected vice president.

Previously Mr. Ganger served for 22 years with Geyer, Newell & Ganger, New York.

FEDERAL ADV.

Executive Split Set

AN AGENCY shift involving more than $3.5 million in billings will take effect shortly when a group on Federal Adv. Agency officials and employes, headed by President Gordon E. Hyde, leave that agency to join D'Arcy Adv. Co., New York.

In an executive capacity with Mr. Hyde will be Kenneth W. Plumb, vice president and secretary, and Douglas Boyd, vice president and art director, plus about half of the Federal personnel.

Among clients to move along with these personnel will be Gerber Baby Foods, Stromberg-Carlson Co., American Optical Co.'s sun glass division, and Davol Rubber Co.

Meanwhile, Jules B. Singer, vice president and major stockholder of Federal, is expected to decide early this week whether he will continue under the Federal name or take his accounts to another agency. He supervises the Gem account for American Safety Razor Corp., Doeskin, General Cigar and United Distillers.

OPPENHEIM

To New CBS Radio Post

NEW administrative manager of advertising and sales promotion for CBS Radio Network is Charles J. Oppenheim, it was announced in New York by George Bristol, CBS Radio director of advertising and sales promotion.

Mr. Oppenheim

Director of program promotion for CBS Radio since October 1949, Mr. Oppenheim will continue directing program promotion and trade promotion. Before April 1948 he had been WOR New York publicity director and WINS New York promotion and research director. Born in New York in 1915 and a graduate of Cornell U., he is married and father of two daughters.

N.Y. AUTO RADIOS

Pulse Finds 11% Increase

RADIO-equipped automobiles in New York City have increased 11% during the past year to reach a total of 852,400, according to a special Pulse survey conducted during January, the results of which were released last week.

The Pulse study indicated that 42.3% of the families in New York City own automobiles, as compared to 38.2% a year ago. More than four out of five cars—81%—are equipped with radios. Radio-cars have increased 46% since January 1950, this year's survey also indicated.

Pulse research was confined to the city proper where car ownership is at a lower level than in the suburbs, it was pointed out. It was estimated that more than 1½ million automobiles in the area are equipped with radios.

WTCN IS SOLD

Ex-Ambr. Butler Acquires

SALE of WTCN Minneapolis-St. Paul to former U. S. Ambassador to Cuba and Australia Robert Butler and associates for $325,000 by Mid-Continent Radio-Television Inc. was announced last week. Transfer is subject to FCC approval.

Associated with Mr. Butler, who resigned as U. S. Ambassador to Cuba about a year ago, are Alvin Gluek, brewer; Robert Mitchell, attorney; Quentin David, advertising man, and Carl Schuneman, department store executive. Mr. Butler will own 65% of ABC-affiliate WTCN, which operates on 1280 kc with 5 kw day, 1 kw night. He is president of the Builders Trust Co., St. Paul, and of Walter Butler Co., architectural, engineering and construction firm.

Sale of WTCN comes just about one month after CBS merged its WCCO Minneapolis with WTCN-TV, accepting a 47% interest in the dual operation [B•T, March 10]. At the time that announcment was made, it was reported that WTCN would be sold in order to comply with the FCC's duopoly rules.

Mid-Continent is now 50% owned by Northwest Publications (*St. Paul Pioneer-Press* and *Dispatch*) and 50% owned by Minnesota Tribune Co. Northwest Publications is part of the Ridder newspaper chain which also owns WDSM Superior, Wis.; controls KILO Grand Forks, N. D. and KSDN Averdeen, S. D.

Application for FCC approval of the merger of CBS and Mid-Continent has not been filed.

Rorke Leaving JWT

HAL RORKE, radio-television director of J. Walter Thompson Co., Chicago, for seven years, resigns July 1 to move to Hollywood, where he owns a home. He will return to business after a vacation, but has no plans at this time. Mr. Rorke worked for six years as CBS publicity director for the Pacific Network in Hollywood and as an assistant department manager in New York. He is a former managing editor of the *Los Angeles Daily News*. No replacement has been selected by the agency.

Mr. Rorke

CBS-Guild Talks

CBS Hollywood negotiations with the Publicists Guild last week dragged into the 17th week as the union offered a counter-proposal to CBS's offer of a wage boost of 15% across the board and $85 weekly starting salary. The guild counter-proposal, on which the network has not acted, requests a 20% wage boost and $92.40 starting salary.

WILL THE THAW BE A BLIGHT OR BLESSING?

After a week's study of the FCC's giant economy size allocations report, different people have different reactions. Most Washington lawyers and engineers feel the report has flaws but can be lived with. Some, however, side with dissenting Comr. Jones and think it's a mess (see story in right-hand column). Manufacturers naturally are pleased because of promised expansion of their business (see left-hand column). Educators, handed 242 chances to get into TV, are wondering what to do with this expensive gift (story on page 80). A dash of cold water is thrown on plans considered in some cities by rival AM operators to merge for joint operation of scarce TV (page 69). Meanwhile, 15 applicants file for stations under new allocations (pages 70, 71).

Easy Conversion To UHF Promised

WHEN UHF television stations take the air, VHF receivers can be easily and cheaply adapted to receive the new band.

This is the promise of the set manufacturing industry following the FCC's April 14 action ending the 3½-year freeze [B•T, April 14].

Leading set makers contacted by BROADCASTING • TELECASTING said they had long ago starting preparing for the arrival of UHF by designing and/or testing various types of conversion equipment. At least two-score types of tuners, adapters and converters have been built and tested.

No fears have been expressed about ability of present sets to pick up UHF signals of VHF quality with the use of conversion techniques. With arrival of UHF service, manufacturers will be marketing sets that tune the 12 VHF channels along with the new UHF channels.

Price Range $10 to $50

In general, the prices for conversion range from as low as $10 up to $50, depending on the type of receiver. Many manufacturers using turret tuners explain that simple addition of tuning strips or plugs will permit UHF reception on two or more of the VHF channels in present tuners. In the case of continuous tuners, addition of a coil plus possible other changes will do the job.

Where sets have been built without thought of UHF, simple converters can be attached to receivers. These, of course, are more complicated and expensive than tuners. One type of adapter for continuous tuners adds an extra concentric knob with belt-driven channel selector.

"Radio-television manufacturers have solved the engineering problems involved in making UHF transmitting and receiving equipment and are prepared to take and fill orders promptly," said Glen McDaniel, president of Radio-Television Mfrs. Assn.

"UHF converters and tuning strips will be available to VHF set owners wherever UHF stations are constructed, and receivers with built-in UHF reception facilities will be ready for new television areas. It does not appear that any shortage of materials will restrict the supply of these devices in the immediate future.

Materials Outlook Good

"While the effect of lifting the TV freeze will be psychological at the outset rather than an actual upsurge in business, we anticipate a gradual and steady increase in the production and sales of TV transmitters and receivers for a number of years."

The TV station freeze thaw will not find telecasters wanting for raw materials the last half of this year. The industry has been reassured on this score by Henry H. Fowler, National Production Authority Administrator, who described construction controls as "reasonably unfrozen." He had told NARTB convention delegates early this month that construction will be permitted "on a fairly regular scale" [B•T, April 7].

Despite the current steel upheaval, structural steel probably will remain in ample supply for new TV stations and current alteration projects after July 1. NPA authorities foresaw no appreciable change in the picture at the end of last week.

This means that the handful of new TV stations expected to commence operation by year's end will receive sufficient materials to meet their goals. Additionally, NPA already has indicated that construction now underway by existing radio-TV broadcasters can be completed and that other major projects not yet begun may be planned with reasonable assurance of materials [B•T, March 24].

Further tipoff was given by the government last week with issuance of approvals for virtually all radio-TV applicants (see separate story page 28).

In instances involving minor alterations or remodeling, broadcasters may continue to write their own tickets for steel, copper and aluminum.

There is less of a problem concerning metals for radio-TV receivers and related products, with manufacturers expecting to meet their 1952 set quotas. No question will arise until 1953 when the growth of new TV station markets could pose a materials problem, it was felt.

Stromberg-Carlson Co. was one of the first manufacturers to put a UHF converter on the market, said Stanley H. Manson, manager of advertising and public relations. The unit retails for $49.50 and is in production. The new line of Panoramic vision models includes a strip tuner. Set owners can put in as many as six UHF strips.

Crosley Plans Ultratuner

Crosley Division, Avco Corp., also has a UHF continuous tuner or converter on the market, according to Leonard F. Cramer, assistant general manager. It is known as the Ultratuner. When UHF reception is available, he said, Crosley will make available two-band continuous tuners receiving both VHF and UHF. These will cost possibly $20 or $30 more list, depending on cost of new tubes not yet in

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HURRY & BUY TACTIC
Urged by Some Set Dealers

RELEASE of FCC's new TV allocation brought forth high-pressure advertising by set dealers in one city which does not now have any television service.

Heeding the public hunger for service, some of the newspaper advertising copy implied that pictures would be flooding the area overnight.

An advertisement in a Tampa, Fla., newspaper, proclaimed that Florida "gets 58 TV channels; Tampa-St. Pete area granted 4 outlets as U. S. lifts 2-year-old freeze." Then followed this message:

"More than 2,000 new TV stations to operate shortly. There will be a terrific demand for TV sets. Don't wait for television shortage. Don't wait for prices to go up. Buy Now . . . ."

Legal, Scientific Opinion Divided

IS ANYONE going to take the FCC's final TV allocations report to court?

That was the $64 question last week, following the issuance of the long-awaited end-of-freeze announcement [B•T, April 14].

The answer seems to be: There's lots of talk about going to court, but none among the Washington legal and engineering fraternity can say for sure yet.

There is less question, however, on whether anyone will go to court in specific city instances. Several Washington attorneys have virtually promised to take just that action.

One prominent attorney flatly stated that he would go to court on behalf of one client to protest the "mathematical rigidity" of the allocations plan. He felt that his first move would be to petition the FCC for reconsideration of its decision regarding his client. This has to be filed within 20 days after publication of the Sixth Report and Order in the government's *Federal Register*.

It is doubted whether any attempts at litigation will be made prior to August.

Zenith Will Sue

However, only loser that has publicly stated it would go to court is Zenith Radio Corp., Chicago radio-TV receiver manufacturer. Zenith, a pre-freeze applicant for Channel 2 in Chicago, had protested Commission's proposal to change WBKB (TV) frequency from Channel 4 to Channel 2. Final report made this change definite, and Zenith stated, according to newspaper reports, that it would fight the decision in court.

Before Zenith does that it probably will re-file its petition asking the FCC to rescind its decision changing the WBKB assignment, it was understood. Zenith was among a number of petitioners whom the Commission denied, but indicated that further petitions could be filed.

There was no clearcut consensus on the Commission's final report. Most broadcasters and manufacturers hailed the decision as the beginning of a new era in TV's growth to major communications size (see comments in separate story on page 70).

Most Washington attorneys and engineers expressed unhappiness with the report but figuratively shrugged their shoulders, claiming they could "live with it." Their concern was primarily with the methods of processing applications and how soon their clients might

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XUM

NEWS SHOWS

More Sponsors Are Signed

By FLORENCE SMALL

AT LEAST eight advertisers figured in important actions last week with the most significant development being a perceptible drift to news shows, presumably as a result of heightened public interest in that form of program during an election year.

Gulf Oil Corp. is understood to be considering at least 10 to 15 markets for radio news shows which will be placed on a local basis and start in June.

Gulf, which sponsors *We the People* on NBC-TV (Friday, 8:30-9 p.m.), meanwhile announced that the editors of *Life* magazine will produce that program during the forthcoming political campaigns and conventions, starting May 9 for 13 weeks.

Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66), which is sponsoring six quarter-hour news shows weekly in 28 radio markets, starting the last week in April, will sponsor half-hour *Telesport Digest* with Harry Wismer once a week on 18 television stations. Agency is Lambert & Feasley, New York.

New York, New Haven and Hartford railroad will sponsor five 15-minute programs a day on WHDH Boston directly from Chicago during the national political conventions there in July. The programs, Station Manager William B. McGrath said, are believed to represent the first such instance of convention reporting by a Boston outlet. The railroad, through Chamber & Wiswell, Boston, also will sponsor WHDH coverage of Massachusetts primaries April 29 and of national voting next November.

Armstrong Rubber Co., West Haven, Conn. (tires), on June 2 will start a test campaign in St. Louis and Des Moines, sponsoring newscasts in those cities. Maxon Inc., New York, is the agency.

Other advertisers who figured in transactions last week include Warner-Hudnut Co., Bymart-Tintair Inc. and Mohawk Carpet Mills.

Studying Summer Spots

Warner-Hudnut, which a fortnight ago cancelled its Walter Winchell show on ABC radio because of the news commentator's illness [B•T, April 7], is contemplating a radio spot campaign for the summer and is expected to spend over a million dollars in a network television show next fall. Kenyon & Eckhardt, New York, is the agency.

Bymart-Tintair, in what Executive Vice President Phil Kalech said is an "attempt to get a more powerful penetration into rural and urban markets than we were able to achieve in our first year of television advertising, when we confined ourselves to the more spectacular but less comprehensive television advertising," is releasing a schedule of advertising on 132 radio stations and 38 TV stations, starting this month, with about 25 spots per week on each station.

"Through market tests," Mr. Kalech said, "we have learned that Tintair now enjoys more than half of the home hair coloring market in the United States and that Clo, the new shampoo, which was introduced in the eastern seaboard as recently as March 1, 1952, has now become the leading selling shampoo on the market. Clo is now being introduced nationwide." In addition, the company announced that it had entered the Canadian market and would use newspapers and radio. Phelwood Distributors, Toronto, Ont., will manufacture and distribute to wholesalers and retailers in the Dominion the complete line of Tintair products.

Mohawk Carpet Mills, Amsterdam, N. Y., supplementing a radio spot campaign already underway, is scheduling a television spot series on 46 TV stations in the country's first 32 markets starting this month.

The cartoon spots feature "Mohawk Tommy," Indian character newly created for the carpet company's advertising.

The firm's radio spots began March 24 on 94 radio stations in 65 markets.

The intense tri-media (radio, TV and newspapers) advertising campaign is in support of the Mohawk "Spring Carpet Festival" being carried out beginning with the carpet fashion opening in retail stores handling Mohawk carpets.

Discussing the Gulf-*Life* team-up, Gulf President S. A. Swensrud said: "The next few months are bound to be important ones in the political history of the country and in order to bring to the people an interesting and dramatic presentation of all sides of the picture we have invited the editors of *Life* magazine to produce *We, the People* and to bring to the program their great journalistic background and resources."

Andrew Heiskell, publisher of *Life*, said: "We are delighted at this opportunity to undertake an important public service by examining the Presidential contest and the big issues which face the American people. We hope to present the dramatic picture of the current political scene each week."

The Gulf executive emphasized that *Life* will act solely as the program producer and that this arrangement does not constitute joint sponsorship.

Young & Rubicam, New York, is the agency for Gulf and *Life*.

THOMAS F. O'NEIL (l), president Thomas S. Lee Enterprises, shakes hands with Harry Wismer, radio-TV commentator, after signing contract under which Mr. Wismer joins the Lee firm in an executive capacity [B•T, April 14].

POLITICAL TIME

'Block' Periods Suggested

BLOCKING of time periods for paid political radio and TV programs during the pre-election weeks was advocated Thursday by members of the Senate Subcommittee on Privileges and Elections.

The subcommittee is studying ways of modernizing election laws, including upward revision of the 1925-established limits on the sums that can be spent in campaigning.

Legislation to give radio and TV stations and networks libel relief because of their inability to control remarks by candidates also is being considered by the subcommittee.

Spokesmen for CBS opposed legislation designed to give libel relief. This is contrary to the position taken by most of the industry.

The idea of setting aside time periods during Presidential campaigns was offered by Sen. A. S. Monroney (D-Okla.), subcommittee member, as a means of saving money and obtaining desirable hours. Like Chairman Guy M. Gillette (D-Iowa) and Thomas C. Hennings Jr. (D-Mo.), he was searching for ways to keep down the cost of telecasts and broadcasts.

Subcommittee members wondered about payment of the 15% agency commissions on network time charges when sponsored programs are pre-empted by political programs. They questioned, too, the non-cancellable talent costs that go along with pre-empted time periods.

Adrian Murphy, president of CBS Radio, and Joseph V. Heffernan, NBC financial vice president, expressed interest in the time-blocking idea though Mr. Murphy doubted if much money would be saved parties and candidates. Sen. Monroney suggested that industry representatives get together and reserve political time in the autumn.

Mr. Murphy presented the broadcasting case to the subcommittee, flanked by Julius F. Brauner, counsel. Mr. Heffernan gave the TV story. He was accompanied by Hugh M. Beville, NBC director of plans and research; Davidson Taylor, general production executive, and James E. Greeley, counsel.

Asked his views on the idea of blocking time in advance during Presidential campaigns, Mr. Heffernan said it might be possible "to work something out." He added that NBC confines its privilege of pre-empting sponsors' time and selecting hookups to political advertising.

Industry Spokesman

When Sen. Monroney asked if the industry had an association that could make such arrangements, Mr. Heffernan said NARTB serves the industry as trade association. He noted, too, that NBC's SPAC committee meets later this month and perhaps could consider the idea.

Subcommittee fears that commercial sponsorship of the national conventions on TV might be dominated by beer plugs at exciting moments were eased by Messrs. Murphy and Heffernan. They explained that the major parties have veto power over the three sponsors —Philco (NBC), Westinghouse (CBS) and Admiral (ABC). They explained the video sponsorship will be dignified and plugs will not be inserted at critical moments.

Sponsorship insures the largest possible number of stations on the networks, the subcommittee was told, with advertising fees only partly compensating for cost of installations and coverage.

In the discussion of radio's libel dilemma, Messrs. Brauner and Murphy said CBS prefers the hazards of damage suits to the protection of legislation that might force the network to refuse its facilities to a candidate. Most of the radio-TV industry members, including NARTB, advocate protection by state and federal statutes because of their lack of control over libelous statements. Many states have enacted such statutes.

On behalf of radio, Mr. Murphy said it is still the most economical medium for reaching the people. Only an "insignificant increase in cost-per-thousand" has occurred since 1944, he said.

Mr. Heffernan said TV may be able to deliver an audience "for about three-tenths of a cent for each person of voting age reached. With the exception of network radio, we believe this is a lower cost than that of any national medium. Our studies and those of others also indicate that television is the only national medium for

(Continued on page 32)

MEDIA SEIZURE

Truman View Held 'Yes'

RADIO and television stations can be seized by the government any time the President sees fit, judging by the tenor of a statement made Thursday by President Truman.

Newspapers, too, face the same prospect, according to some interpretations of the President's comment, made at a news conference held in connection with the convention of the American Society of Newspaper Editors, held in Washington.

This is believed to be the first time such a threat to newspapers has been implied by President Truman.

Col. J. Hale Steinman, co-publisher of the Steinman newspapers which own the Steinman radio and television stations, in Pennsylvania and Delaware, asked the question that inspired the Presidential observation.

"You have seized the steel mills, Mr. President," Col. Steinman said. "Can you also seize newspapers and radio stations?"

The President, obviously not relishing the query, answered quickly in this way: Under certain circumstances the President must act in the best interest of the country. He then turned quickly to another editor who had taken the floor to ask a question on another subject.

Radio and TV stations under Sec. 606(C) of the Communications Act are subject to seizure in case of war, threat of war or other national disaster, or to preserve neutrality. The President upon proclamation may close or commandeer communication stations and equipment. Legislation enacted last year (S 537) amended the Communications Act to give authority to seize "electromagnetic communications" devices in case of emergency. Subsequently President Truman issued an Executive Order implementing the law [B•T, Dec. 17, 1951].

After the Presidential news conference, Col. Steinman told BROADCASTING • TELECASTING that Mr. Truman's remarks pose extremely serious issues.

"I was very serious in asking the question," he added.

Several prominent editors were quoted by Associated Press as being critical of the President's response to Col. Steinman. The wire service quoted them as follows:

● Alexander F. Jones, *Syracuse Herald-Journal*, ASNE president—"If he has the power to seize steel mills and radio stations, I see no reason why he does not have the right to seize farms on the basis that the cost of food is too high. . . . The reason he would never do that is a matter of several million votes but the principle is the same."

● E. K. Gaylord, *Daily Oklahoman* and *Oklahoma City Times* and WKY-AM-TV—"If the President could do that we're pretty close to dictatorship."

● George W. Healy Jr., *New Orleans Times-Picayune* — "If the President has that power we don't have a democratic government."

● Lester Markel, *New York Times* (Sunday)—"There is a question whether he should have seized the steel mills. Even if you consider that, the seizure of radio and newspapers goes far beyond and raises much deeper questions. The steel mills are not organs of public opinion, but the newspapers are."

Earlier, the manner in which radio and TV were used by the President to announce seizure of the steel mills was singled out for editorial criticism by the *Christian Science Monitor*. In an editorial, "Steel and Politics," the *Monitor* on April 10 stated in part:

The manner of the seizure is no less disturbing than the fact. Seizure without due process of law is accompanied by a direct radio appeal which seeks prejudging of the case by the public before the courts can act. We don't believe Mr. Truman means to be a dictator, but here is a method dictators use.

Eric W. Stockton

ERIC W. STOCKTON, board chairman, Stockton-West-Burkhart Inc., Cincinnati-New York advertising agency, died unexpectedly April 16 at his home in Cincinnati. Survivors include his wife, two sons and a sister.

ENGINEERING FIRM

Three Form in D.C.

ESTABLISHMENT of the radio-TV consulting engineering firm of Vandivere, Cohen & Wearn in the Evans Bldg., Washington, was announced last week. The three partners had been associated with the engineering firm of Weldon & Carr.

Edgar F. Vandivere was graduated from Emory U. in 1934 and earned a graduate degree at Duke U. in 1935. After teaching at Clemson College, he joined the FCC in 1942, leaving in 1951 from a position as a branch chief in the Technical Research Division to join Weldon & Carr as senior physicist.

Jules Cohen was graduated with an E.E. from the U. of Washington in 1938. He served with the Navy during World War II, attaining the job of executive officer of the Electronics Division, Commander, Service Forces, Pacific Fleet. He joined Weldon & Carr in 1945.

Wilson C. Wearn is a 1940 electrical engineering graduate of Clemson College. He served with the Army during World War II and then taught electrical engineering at Clemson. He later was a technical expert with the FCC Hearing Division. He joined Weldon & Carr as a senior engineer.

FEBRUARY GROSS

Further Reflects TV Rise

GROWTH of television as an advertising medium is spotlighted by Publishers Information Bureau's reports on the volume of advertising on the radio and TV networks during February. Totals for both radio and TV were less than in January, however.

Not only does the February TV network gross time sales revenue of $14,786,047 top the month's radio network gross of $13,560,948, but the TV networks during the month broadcast programs sponsored by 192 advertisers, 16 more than the 176 who sponsored programs on the four major radio networks.

And, although the maximum number of stations carrying any sponsored TV network show was 62, in contrast to the 536 stations broadcasting the most widely disseminated network radio programs, with the average radio network comprising three or four times as many stations as the average TV network included, the average ex-

(Continued on page 32)

TABLE I

TOP TEN RADIO NETWORK ADVERTISERS FOR FEBRUARY 1952

1. Procter & Gamble Co.	$1,372,937
2. Sterling Drug	621,946
3. General Foods Corp.	619,972
4. Lever Bros. Co.	584,126
5. Miles Labs.	570,326
6. General Mills	478,904
7. Liggett & Myers Tobacco Co.	442,551
8. American Home Products Co.	388,184
9. Philip Morris & Co.	353,950
10. Colgate-Palmolive-Peet Co.	326,467

TABLE II

LEADING RADIO NETWORK ADVERTISERS IN EACH PRODUCT FOR FEBRUARY 1952

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 31,052
Apparel, Footwear & Access.	Brown Shoe Co.	14,045
Automotive, Auto. Access.	Electric Auto-Lite Co.	69,968
Beer, Wine & Liquor	Pabst Brewing Co.	64,216
Building Materials, Equip. & Fixtures	Johns-Manville	65,670
Confectionery & Soft Drinks	Coca-Cola Co.	156,715
Consumer Services	A T & T Co.	61,787
Drugs & Remedies	Sterling Drug	574,473
Food & Food Products	General Foods Corp.	613,588
Gasoline, Lubricants & Fuels	Standard Oil of Indiana	97,503
Horticulture	Ferry-Morse Seed Co.	11,034
Household Equip., Appliances & Supplies	Philco Corp.	131,500
Household Furnishings	Armstrong Cork Co.	33,136
Industrial Materials	U. S. Steel Corp.	97,560
Insurance & Banks	Prudential Insurance Co. of America	125,571
Jewelry, Optical Goods & Cameras	Longines-Wittnauer	91,680
Office Equipment, Stationery & Writing Supplies	Hall Brothers	65,984
Political	California Independent Republican Delegations Committee	704
Publishing & Media	Time Inc.	59,856
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	57,910
Retail Stores & Shops	Dr. Hiss Shoe Stores	1,338
Smoking Materials	Liggett & Myers Tobacco Co.	442,551
Soaps, Cleansers & Polishes	Procter & Gamble Co.	849,424
Toiletries	Procter & Gamble Co.	387,513
Transportation, Travel & Resorts	Assn. of American Railroads	61,045
Miscellaneous	American Federation of Labor	97,608

TABLE III

COMPARATIVE GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR FEB. 1952, JAN.-FEB. 1952, FEB. 1951 AND JAN.-FEB. 1951

	1952 Feb.	1952 Jan.-Feb.	1951 Feb.	1951 Jan.-Feb.
Agriculture & Farming	60,039	120,026	59,354	118,115
Apparel, Footwear & Access.	23,405	46,810	121,521	251,645
Automotive, Automotive Access. & Equip.	275,547	682,155	231,239	828,928
Aviation, Aviation Access. & Equip.	.....	.....	.....	.....
Beer, Wine & Liquor	187,498	385,766	303,582	646,364
Building Materials, Equip. & Fixtures	65,670	138,346	97,699	210,227
Confectionery & Soft Drinks	541,366	1,088,496	490,429	1,037,323
Consumer Services	173,445	400,195	318,814	564,451
Drugs & Remedies	1,766,049	3,658,742	2,013,318	4,310,959
Food & Food Product	2,283,238	6,691,416	3,742,164	7,876,452
Gasoline, Lubricants & other fuels	446,579	921,087	519,632	1,093,931
Horticulture	11,034	11,034	12,042	12,042
Household Equip. & Supplies	329,887	681,409	171,753	371,115
Household Furnishings	97,280	206,642	68,112	136,446
Industrial Materials	203,005	419,408	172,068	360,393
Insurance	295,484	585,412	239,181	482,423
Jewelry, Optical Goods & Cameras	91,680	183,060	100,792	201,584
Office Equip. Stationery & Writing Supplies	65,984	147,109	70,728	141,456
Political	704	704	.....	.....
Publishing & Media	72,737	133,887	41,123	119,479
Radios, TV Sets, Phonographs, Musical Instruments & Access.	121,017	227,793	159,703	324,038
Retail Stores	1,338	2,286	1,056	2,112
Smoking Materials	1,589,023	3,359,460	1,697,603	3,541,568
Soaps, Cleansers & Polishers	1,450,529	3,008,648	1,625,400	3,438,089
Toiletries & Toilet Goods	1,925,181	4,025,584	2,068,325	4,465,186
Transportation, Travel & Resorts	91,312	182,624	121,324	249,474
Miscellaneous	389,917	754,399	420,813	865,384
TOTALS	13,560,948	28,062,498	14,957,775	31,649,184

CONSTRUCTION

NPA Issues More Grants

A BLANK check for construction permits and materials allotments virtually has been issued to the nation's building-minded radio-TV broadcasters, according to a progress report on station projects revealed by allocation authorities last week.

A summary of applications prepared by the Industrial Expansion Division of the National Production Authority showed that numerous broadcast bids had been approved through April 11 and others were pending with assurance their projects would be completed.

The breakdown, which spells out NPA's construction grants for the second quarter announced last month [B•T, March 24], covered these radio-TV broadcasters:

NBC projects in Hollywood, Burbank, New York and Brooklyn; CBS in Los Angeles and Chicago; ABC in San Francisco; Allen B. DuMont Labs. in New York; WNBF-TV Binghamton, N. Y.; WCAU-AM-FM-TV Philadelphia; WHEC Rochester, N. Y.; WTMJ-TV Milwaukee; WDAF-AM-TV Kansas City, Mo.; WHUM Reading, Pa.; WJBK-TV Detroit; and others, including community TV antenna interests. (See table)

At the same time, the Commerce Dept. lifted its short-term freeze on steel deliveries for civilian uses and the Defense Production Administration announced that third-quarter steel quotas would double the April-June allocation for commercial building. It was indicated that industrial (radio-TV) supplies would ease as well. Commerce Secretary Charles Sawyer predicted that steel output "will very shortly be back to normal," thus indicating an ample supply in the months ahead for radio-TV broadcasters as predicted by NPA Administrator Henry Fowler [B•T, April 7].

Probable Grants Noted

The accompanying table shows allotments granted both for construction permits and quotas of materials for the first two quarters. In those instances where approval was not indicated the application was pending with every likelihood of being granted in subsequent quarters.

Applications still pending at NPA included those of NBC, WHUM Reading, Pa., WJBK-TV Detroit and three community TV and other firms—Lycoming Television Co., Williamsport, Pa.; Southern Radio-TV Co., Miami Beach, Fla., and Havens & Martin, Richmond, Va.

Of the seven NBC projects listed, four have been publicly approved, including the network's bid for materials to construct new facilities at Burbank, Calif. Actually, this two-studio project was scaled down from $25 million and, while NPA listed the value at $5 million-plus, the estimate is closer to $2.7 million [B•T, March 17, 10]. Work has begun, however, on the projects still pending, with the result the network will be able to complete them in Rockefeller Center, New York and in Hollywood.

Meanwhile, NBC will erect two additional studios on the 49-acre Burbank property, it was reveiled in Hollywood.

NBC has been granted the "go ahead" by NPA for the second unit of buildings. Approval of the network's application covers the third quarter of this year and will make available critical materials necessary.

NBC recently broke ground for the first studio unit, to be ready by Oct. 1 [B•T, Mar. 24]. With NBC New York executives' approval of plans, the second unit is expected to be completed by year's end. O. B. Hanson, NBC New York vice-president in charge of engineering, was in Hollywood during early April blueprinting plans.

ABC is moving ahead with work on studios and offices in San Francisco on the strength of two quarterly grants, while DuMont Labs reports similar progress on two WABD (TV) New York projects. Company has applied through the third quarter.

* * *

GRANTS ANNOUNCED IN NPA PROGRESS REPORT

(T—Indicates Application Pending; A—Approval Given; Quarter Covered in Application; * Not Given)

Applicant & Locality	Project	Amount	% Completed	Quarter	Allotment
Vermont-TV Inc., Barre, Vt.	TV	$26,000	60%	1, 2, 3, 4	A
NBC Hollywood	Radio-TV Studios	67,000	*	1	T
NBC Brooklyn	TV Studios	115,000	*	1	A
NBC New York	TV Studios	135,000	2%	1	A
NBC New York	Radio-TV	85,000	*	1	T
NBC New York	TV Studios	75,000	*	1	A
NBC New York	Radio-TV	90,000	*	1	T
Clark Assoc., Binghamton, N. Y.	TV Studios-Office	300,000	*	1, 2	A
CBS Los Angeles	TV Center	5,300,000	45%	1, 2, 3	A
DuMont Labs., N. Y.	WABD (TV) Studios	1,750,000	23%	1, 2, 3	A
WHEC Rochester, N. Y.	Radio-TV	419,023	*	1	A
Desert TV Co., Las Vegas, Nev.	TV Station (Applicant)	173,942	*	1	
WCAU-AM-FM-TV, Lower Merion Township	Radio-TV Studios	2,740,000	60%	1	A
WHUM Reading, Pa.	(TV Applicant experimental station)	125,000	*	1	T
ABC San Francisco	Radio-TV Studios	600,000	*	1, 2	A
WTMJ-TV Milwaukee	TV Studios	307,937	*	1, 2	A
WDAF-AM-TV Kansas City	Radio TV Outdoor Studios	700,000	72%	2	A
DuMont Labs., N. Y.	WABD (TV) Studios	175,000	*	2, 3	A
WJBK-TV Detroit	TV Studios	299,504	0	2, 3	T
CBS Chicago	Radio-TV	(Not Shown)	0	2	A
Lycoming TV Co., Williamsport, Pa.	Community TV Antenna Sys.	350,000		1, 2, 3, 4	T
Southern Radio-TV Co., Miami Beach, Fla.	TV Antenna Tower	50,000		3	T
Havens & Martin, Richmond, Va.	TV	150,000		3	T
NBC Burbank, Calif.	TV Studios	5,650,000		2, 3	A

CBS Material Guarantee

CBS reported its Los Angeles TV center as 45% complete, with guarantee of materials through the third quarter. CBS also applied for materials to erect facilities now in the International Amphitheatre in Chicago for the Democratic and Republican National Conventions in July and received NPA approval.

Not shown in the breakdown were Tampa Broadcasting Co. (WALT Tampa, Fla.), which was exempted on alterations estimated at $7,500, and KWTX Broadcasting Co. (KWTX Waco, Tex.), exempted similarly on station alterations for $71,680.

Details on other broadcast projects and on community TV projects are shown in the table. Many of them involve applications filed with NPA over the past eight months [B•T, Sept. 24, 1951, et seq.].

NATIONAL SPOT

NARTSR Shows Advantages

NATIONAL spot radio's flexibility in meeting advertisers' individual needs economically and effectively is stressed in a new presentation unveiled by the National Assn. of Radio & Television Station Representatives last week and being shown now to advertisers and agencies.

The presentation emphasizes that markets differ individually, product distribution varies from market to market, markets desired in sales campaigns often vary, high listenership periods are not uniform among stations, and listening tastes are different. In NARTSR's view, the best way for an advertiser to reconcile all these and other variances to his own advantage is to purchase time on a national spot basis.

"For most advertisers most of the time," the presentation asserts, national spot is the "most effective medium," affording "complete flexibility" in time, programs, markets, stations and budgets.

It also suggests that national spot and network radio should be regarded as separate media.

Spot, it notes, is the only national medium which has enjoyed continuous growth for 15 years—having gained in volume from $13.8 million in 1935 to an estimated $134 million in 1951. Spot's 1935-1950 gain of 771% is compared to a 269.7% rise in network business during the same period.

As evidence of national spot's effectiveness, NARTSR cites advertisers who have used the same station or stations for 10 years or longer, including Household Finance, BC Headache Remedy, Rapin-Wax, Texas Co., Stanback, J. A. Fogler, Carter Pills, Dr. Caldwell, McKesson & Robbins, Phillips Petroleum, St. Joseph's Aspirin, Conoco Motor Oil, Socony-Vacuum and Colgate.

It is pointed out that *Esso Reporter*, as another example, was placed on 11 stations in 10 markets in 1935, whereas in 1951 it was on 52 stations in 49 markets.

FCC Figures Cited

From the station's standpoint, it is stressed that 70% of the spot dollar goes to the broadcaster, compared to 30% of the network advertiser's dollar.

FCC figures are cited to show that, in 1950, clear-channel station income came 27.2% from network business, 50.7% from spot and 22.1% from local sales. For regional stations: 19.4% network, 31.4% spot, 49.2% local. For local stations: 9.9% network, 13.5% spot, 76.6% local.

Emphasizing the market-to-market variations in brand popularity, NARTSR officials reported that BAB-O ranked first in its field, nationally, "until a national spot campaign for Ajax put Ajax in first place."

As evidence of spot's flexibility in choice of markets, the presentation notes that the Borden Co. uses one station to promote its cheese, 35 stations in 31 markets for Starlac, 72 stations in 61 markets for evaporated milk and 86 stations in 68 markets for Borden products. Of the latter 86, it is pointed out, 24 are CBS affiliates, 23 ABC, 15 NBC, 11 Mutual and 13 are independents.

The presentation was developed by Murray Grabhorn before he left the NARTSR managing directorship to join the Edward Petry & Co. representation firm a few weeks ago. It was shown to newsmen at a luncheon Tuesday by T. F. Flanagan, now managing director of the association. Other NARTSR leaders on hand included Joseph J. Weed of Weed & Co., president; Eugene Katz, Katz Agency; Robert D. C. Meeker, Robert Meeker Assoc., and Russell Woodward, Free & Peters.

One of the country's biggest finance companies, a $123 million business, will celebrate its 25th birthday next July. Its founder and board chairman, in this special report, tells how radio helped build his enterprise from a single office operated by him and his wife to its present bigness—150 offices and 975 employes.

EIGHT BELLS, ALL'S WELL FOR SEABOARD

By WILLIAM A. THOMPSON
FOUNDER AND CHAIRMAN OF THE BOARD, SEABOARD FINANCE CO.

IT WAS a tribute to the penetration of radio advertising when newsboys sounded bicycle bells and sang out "Eight bells and all is well" as they smacked their newspapers against entrances of Seaboard Finance Co. offices in California back in 1940.

Seaboard had been a radio advertiser for three years, first by purchasing time signals and then with sponsored programs. From the beginning, the ringing of ship's bells marking the hour had been the maritime theme preceding the Seaboard commercial.

Proof that the company's advertising dollar had been well spent was on more businesslike and authoritative records in its files. The bicycle bells, however, were still a pleasant dramatization of the statistics.

By this time we were quite thoroughly sold on this medium of advertising in areas in which we had tried it. We gave every credit except one—in the beginning we elected to *buy* radio time; no station or network representative had approached us to *sell* us so much as a spot announcement.

First in Field

Seaboard Finance Co. was first in its field in the Los Angeles area to become extensive radio advertisers. We believe that we were also first nationally. We have never checked for verification.

When we embarked on a testing program of radio time in 1937, Seaboard was then a comparatively young company (we celebrate our 25th anniversary on July 1, of this year), with 22 offices in California only and an annual volume of business of $3,949,000.

Today Seaboard is represented by 150 offices in 23 states. Volume of business for 1951 was $123 million.

When Seaboard opened the doors of its first office, a small frame house at 2514 So. Figueroa St., in Los Angeles, on July 1, 1927, personnel consisted of two—my wife and me.

Our capital was my experience as general manager of a small chain finance company, a small amount of money, and a fair amount of credit. The latter was important since the money we had on hand was only $2,790.

Seaboard not only weathered the depression when sturdier firms failed, but it grew. The personnel was expanded to include 975 employes. Among those who came to us in our first years, six are still with the company. First earnings went back into the company to provide working capital. In 1935, Seaboard for the first time sold stock to persons not employed by the company.

We attribute our present place in the finance field (fourth largest in the United States) in large measure to adhering to one rule in every phase of operation—absolute honesty. And we also believe that it was this rule applied to our advertising copy for radio which has brought, and continues to bring us, successful results.

Seaboard specializes in small loans—loans for radios, refrigerators, other household appliances and furnishings (hard goods); accumulated bills, medical expenses and money for other human emergencies. We also loan large sums of any denomination, in states where there is no loan limit, but it was and is to the small borrower that we direct our radio advertising copy.

In our thinking, it was poor business to encourage anyone to ask for an unwarranted loan or to permit him to borrow beyond his ability to repay without hardship. Either would be a disservice, instead of the personal service on which the policy of our company is predicated.

Some years prior to 1937, we had made one abortive venture into radio advertising. Our returns seemed slight for the money spent. We learned, however, in the light of later experience that had we spent more the over-all returns would have been more satisfactory. But as it was, we pigeon-holed the idea of radio for us.

Then at a dinner, I met Frank Bull and Dick Smith, partners in the advertising firm of Smith & Bull, with whom I had had a slight earlier acquaintance.

They were both crusaders for radio advertising and pointed to its successful use by many of their agency clients. Mr. Bull, a sportscaster and disc jockey as well as advertising specialist, was extremely articulate.

Soliciting or Not?

And the emphasis of both men was consistently on "radio time rightly placed and rightly used." Neither was soliciting the Seaboard account — or perhaps they were. I've never been quite sure.

I believe I closed the discussion that night with a polite, "Well, you may be right but our one experience with radio was unrewarding."

Three days later, after thinking over the conversation, I phoned the advertising partners and asked them to come to my office to discuss the matter further. Before they left my office that night, Smith & Bull were advertising representatives for Seaboard. And we were committed to trying radio again.

The initial program laid out for testing was the purchase of time signals on independent Los Angeles stations. The ship's bells insignia, which so amused us when newsboys took it up and which we still use, were fixed on as our signature.

And it was agreed that results both as to applicants directly traceable to our radio advertising as well as true representation were to be checked and analyzed thoroughly.

To do this, our loan application blanks were changed to carry a detachable portion on which was indicated whether the applicant had been sent to us by word-of-mouth, or some one advertising medium. (We also used direct mail and newspaper advertising.) Interviewers were then instructed to give a detailed report of each applicant's picture of borrowing possibilities.

Information relative to applicant sources and inferences drawn from advertising copy were then relayed to Smith & Bull. Any announcement that in any way could be considered misleading, was changed immediately.

Back in 1937 semantics was not so popular a subject as it is today. We soon learned, however, that a single word, though technically correct, could produce an erroneous picture in the mind of the hearer.

Those round-the-clock time signals on local stations proved

(Continued on page 58)

Mr. THOMPSON

NEWS AWARDS

For Smith, Murrow, Davis

"EXCELLENCE of presentation and interpretation of foreign news" was basis for judging seven annual awards of the Overseas Press Club, announced Friday.

Three of the awards went to broadcasters:

Howard K. Smith, CBS Radio European news chief, won for "the best consistent radio reporting from abroad." Mr. Smith is on CBS Radio from 12:30-12:45 p.m., Sundays during *World Affairs Report* and at frequent intervals on the 8 a.m. daily *World News Roundup* and other CBS Radio newscasts.

Edward R. Murrow, CBS Radio newsman, editor of CBS-TV's *See It Now* and, with Fred Friendly, co-producer of the same program, won the Overseas Press Club award for "the best consistent television presentation of foreign news." Mr. Murrow has been honored by the group previously in 1940, 1948, and 1950.

Elmer Davis, veteran news analyst of ABC, won the award for "the best radio interpretation of foreign news." Mr. Davis' analyses are on ABC radio, Monday through Friday, 7:15-7:30 p.m. EST.

Other awards, voted by secret ballot of 700 present and former foreign correspondents, went to:

William Oatis, prisoner of the Communists in Czechoslovakia, who won the $500 George Polk Memorial Award for consistent demonstration of courage beyond the call of his profession. (Mr. Polk was an American newsman who disappeared mysteriously in Norway a few years ago.)

Frank Noel, Associated Press photographer now a prisoner of the Chinese Reds, for "the best interpretative picture" to illustrate foreign news of the year.

Cyrus Sulzberger of *The New York Times* for the best consistent press reporting of foreign news.

Joseph and Stewart Alsop of *The New York Herald Tribune* for the best press interpretation of foreign news.

Presentation of the awards will be made at the club's annual dinner, to be held at New York's Waldorf-Astoria Hotel, May 7, the seventh anniversay of V-E Day. John Daly, club president and moderator of CBS-TV's *What's My Line?* will preside.

Meighan Returns

HOWARD S. MEIGHAN, suddenly replaced by Adrian Murphy as president of CBS Radio in mid-March [B•T, March 17], was back at work at CBS last week after a vacation which started immediately after the executive realignment. Officials explained that he was returning to Columbia's "General Executive Group," concerned with overall policy problems of the company, as scheduled when he relinquished the radio network presidency.

PLANNING final details for retail sales campaign which opened yesterday (Sunday) are George Johnston (seated), general manager of Drug Merchandise Guild, and (standing, l to r) Frank J. Miller, treasurer, Maudsley-Miller Adv.; Homer Griffith, agency account executive; Alex Keese, manager, WFAA-570 Dallas; Robert Sherry, drug firm district sales manager; Terry Lee, WFAA-TV sales manager, and Buell Herman, Dallas manager for Edward Petry & Co., station's national representative. Contract calls for 12 quarter-hours weekly on WFAA-570 and a nightly sportscast plus a weekly film over WFAA-TV.

BMI CLINICS

Eight Meetings Set On West Coast

WITH regional or state broadcaster associations acting as host and involving two separate sets of speakers, eight BMI radio program clinics are to be held in the western states starting next Monday (April 28) through May 9.

Jim Cox, BMI West Coast representative, will be chairman and moderator of the clinics, with Glenn Dolberg, director of station relations, also participating in sessions.

Traveling speakers and their topics for discussion at clinics in Phoenix, April 28; Hollywood, April 29; Salt Lake City, May 1; Boise, May 2 are: George Higgins, managing director, KMBC Kansas City, Mo., "Programming for Better Sales"; James Russell, president KVOR Colorado Springs, "Importance of Local News"; Murray Arnold, program director, WIP Philadelphia, "Programming Twists and Aids"; Ed Frech, program director, KFRE Fresno.

Augmenting the speakers at Hollywood clinic at Hollywood's Roosevelt Hotel will be Alan Torbet, general manager, KROW Oakland, and Mark Haas, vice president and director of broadcast, KMPC Hollywood, who will discuss "Programming and Selling for Profit" and "Radio's Inferiority Complex," respectively.

In Salt Lake City at Hotel Newhouse, featured regional speakers will be Arch Madsen, general manager, KOVO Provo, with topic "Citizenship for Radio" and Del Leeson, promotion manager, KDYL-AM-FM-TV Salt Lake City, discussing "Expansion of Local Accounts Through Merchandising."

Boise clinic regional speakers are Walter E. Wagstaff, general manager, KIDO Boise, with topic "The Do-Re-Mi of Public Service" and Henry Fletcher, general manager, KSEI Pocatello, discussing "Radio's Short Cut to Suicide." Clinic will be held at Hotel Boise.

Joined by Carl Haverlin, BMI president, a separate traveling clinic will originate in Vancouver, B. C., on May 5 and follow balance of the circuit.

The traveling speakers and topics: William Fineshriber, MBS executive vice president, "Quicker Than the Eye"; William Holm president, WLPO La Salle, Ill., "Opportunities in Local News"; Mahlon Aldridge, general manager, KFRU Columbia, Mo., "After the Sale — What Then?" Harry McTigue, president, WINN Louisville, Ky., "Music is Our Business."

Two regional broadcasters will augment the Seattle clinic at the Olympic Hotel. Robert Wesson. program and promotion, KHQ Spokane, will discuss "Importance of Teamwork Between Programming and Sales." Jerry Geehan, station manager, KMO Tacoma, will talk on "Building an Audience on Local Spots."

The Portland regional speakers are to be Frank Loggan, general manager, KBND Bend, Ore., with topic "Promoting Local Sales" and Lee W. Jacobs, president KBKR Baker, Ore., discussing "The Inflation of Broadcasting." Portland clinic will be at Hotel Benson.

Regional speakers at San Francisco BMI clinic in Clift Hotel on May 9 will be Russ Coglin, program director, KROW Oakland, with topic "A Locomotive Named Programming," and Fred Ruegg, program director, KCBS San Francisco, discussing "Radio's Inferiority Complex."

Under auspices of the Television Broadcasters of Southern California, BMI has also scheduled a special two day TV clinic session in Hollywood Roosevelt Hotel, May 26-27, with specialists in their respective categories from all parts of the country. Program will follow similar BMI television clinics being held in New York May 19-20 and Chicago May 22-23.

LBS DENIED

Baseball Injunctio

LIBERTY Broadcasting System plans for Game-of-the-Day baseball broadcasts during the 1952 season were voided Monday in Chicago Federal District Court as Judge John P. Barnes denied relief in the form of a temporary restraining order against 13 major league baseball clubs and Western Union [B•T, April 14].

The decision is considered a major blow to Liberty's status because it cripples the network baseball programming until next year. In the meantime, Liberty President Gordon McLendon is seeking full speed for the trial on the $12 million conspiracy suit brought against the clubs and the telegraph company Monday.

The petition filed Monday by Liberty attorneys, McConnell, Lutkin & Van Hook, Chicago, named Western Union as a co-defendant and charged it with conspiracy because of existing contracts with the major leagues. Basis for the charge was that the contracts provide for ball club control of distribution of official scoring accounts.

Liberty said this practice was illegal under terms of the Communications Act, provisions of which apply to Western Union because of its classification as a common carrier. Judge Barnes ruled this point down, however, on testimony that these contracts have always been filed with the FCC and never objected to by that body. The Judge said ball clubs present exhibitions for the public and have certain rights over them, and that he saw no evidence proving an illegal conspiracy and none against Liberty particularly.

Liberty's only recourse now is to bring the anti-trust suits to trial as soon as possible, which an LBS attorney said would be October at the earliest.

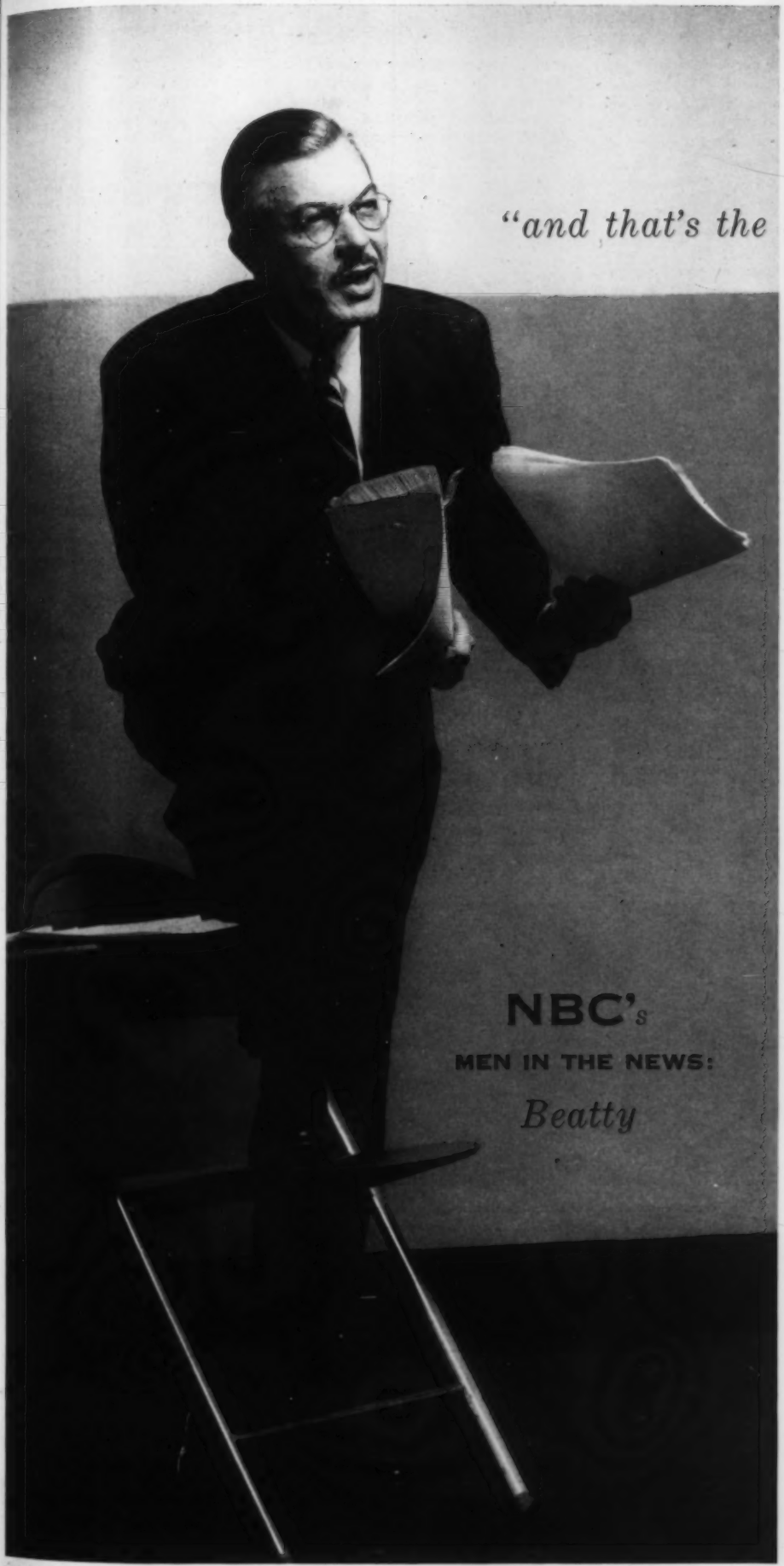
The network late last week was negotiating with the Chicago White Sox, with which it has an exclusive Chicago-area broadcast contract, to extend the coverage nationally. It was also reportedly conferring with the Brooklyn Dodgers for national rights.

WALK DEDICATION

Long Island Outlet Opens

DEDICATION of WALK East Patchogue, L. I., N. Y., was to take place at opening day ceremonies last Saturday, according to Capt. John T. Tuthill Jr., president. WALK is assigned 500 w daytime on 1370 kc.

Capt. Tuthill said the station is awaiting FCC authorization to go on the air and that the Saturday ceremonies officially opened the new building. Other WALK officials are W. K. Macy Jr., vice president and principal stockholder, and Niles E. Fegerdahl, general manager.



"and that's the end of the world"

Morgan Beatty meant to say: "And that's the News of the World," but "old disaster man" Beatty was nonplused by a news story. The story? A baby born to a 79-year-old mother and an 80-year-old father.

It isn't easy to confuse Morgan Beatty. He earned the title "old disaster man" on the 1927 Mississippi flood story and has covered most of America's violent upheavals since. As a Washington analyst, Beatty had a two-year beat on the 1937 Supreme Court battle. He accurately forecast the successful Russian resistance in 1942.

Now America's leading interpretive reporter, his NEWS OF THE WORLD for Miles Laboratories is the highest rated daily news show in radio. In this vital election year, Beatty's primary assignment, and that of 100 other NBC men of news, is to cover the primaries, the conventions, the elections as they've never been covered before.

Beatty, Swayze, Chaplin, Hicks—big names in news—but only a part of the thousand-man, news-gathering force which makes the NBC News Center supreme in broadcasting.

Nearly everyone in America learns the news first from radio or television. And the fact that NBC, day after day, broadcasts the highest rated news shows on radio and television proves most people learn news first from NBC. They learn more news, too, because regularly, on radio and television, NBC broadcasts more hours of news than any other network.

In this, the most intense political campaign year since 1932, all news assumes larger significance and quickening importance. As before, most Americans will learn the news first and learn more of it from NBC.

NBC *radio and television*
a service of Radio Corporation of America

Photograph by RALPH STEINER

TABLE IV

TOP TEN TV NETWORK ADVERTISERS DURING FEBRUARY 1952

1. Procter & Gamble	$1,153,070
2. General Foods Corp.	713,020
3. R. J. Reynolds Tobacco Co.	639,150
4. Colgate-Palmolive-Peet Co.	568,116
5. American Tobacco Co.	440,780
6. Lever Bros. Co.	397,247
7. Liggett & Myers Tobacco Co.	393,545
8. General Mills	342,102
9. P. Lorillard Co.	310,975
10. General Motors Corp.	300,160

* * *

February Gross

(Continued from page 27)

penditure for network time of each group was virtually the same.

On the average, radio network program sponsors spent $77,051 for network time in February (at gross rates). TV network program sponsors, on the average, spent $77,011 for network time (gross).

Comparing Tables III and VI (gross network time sales by product groups for radio and television) shows that for February 1952 advertising of only 11 of the 26 categories accounted for greater expenditures of radio network time than of TV network time, with 15 of the groups spending more for video than radio networks.

Tables I and IV show the top 10 advertisers for the month in each of the network broadcast media, both lists headed by Procter & Gamble Co. and both also including General Foods Corp., Lever Bros. Co., General Mills, Liggett & Myers Tobacco Co. and Colgate-Palmolive-Peet Co.

Tables II and V show the leading advertiser in each product group for February on the radio and TV networks, respectively. Tables III and VI, also already noted, show the total expenditures for network time—radio and TV—with February and January-February 1952 compared to the like periods of 1951.

Table VII compares the monthly network gross figures for radio and TV since last August.

TABLE V

TOP TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR FEBRUARY 1952

Apparel, Footwear & Access.	International Shoe Co.	$ 90,267
Automotive, Auto. Access. & Equip.	General Motors, Corp.	246,510
Beer, Wine & Liquor	Joseph Schlitz Brewing Co.	185,750
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	66,720
Confectionery & Soft Drinks	Mars Inc.	170,300
Consumer Services	Arthur Murray School of Dancing	19,920
Drugs and Remedies	American Home Products Corp.	133,280
Food and Food Products	General Foods Corp.	713,020
Gasoline, Lubricants & Other Fuels	Texas Co.	177,500
Household Equipment	General Electric Co.	275,340
Household Furnishings	Armstrong Cork Co.	89,040
Industrial Materials	Reynolds Metals Co.	95,850
Insurance	Mutual Benefit Health & Accident Assn.	27,580
Jewelry, Optical Goods & Cameras	Speidel Corp.	46,265
Office Equipment, Writing Supplies and Stationery	Minnesota Mining & Mfg. Co.	76,200
Political	Citizens for Eisenhower Committee	17,260
Publishing & Media	Curtis Publishing Co.	32,520
Radios, TV Sets, Phonographs, Musical Instr. & Access.	R C A	214,905
Retail Stores	Drug Store Television Productions	108,000
Smoking Materials	R. J. Reynolds Tobacco Co.	639,150
Soaps, Polishers, Cleansers	Procter & Gamble Co.	977,510
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	418,258
Miscellaneous	Young People's Church of the Air	31,973

* * *

TABLE VI

GROSS TV NETWORK SALES BY PRODUCT GROUPS FOR FEB. 1952, JAN.-FEB. 1952, FEB. 1951 AND JAN.-FEB. 1951

	1952		1951	
	Feb.	Jan.-Feb.	Feb.	Jan.-Feb.
Apparel, Footwear, & Access.	$ 363,187	$ 706,880	$ 205,985	$ 400,928
Automotive, Automotive Access. & Equip.	1,226,113	2,490,531	806,967	1,639,954
Beer, Wine & Liquor	551,070	1,104,858	317,677	688,525
Building Materials	73,636	141,646	.....	.....
Confectionery & Soft Drinks	482,865	942,316	159,619	331,228
Consumer Services	19,920	39,840	39,000	66,690
Drugs & Remedies	423,622	814,647	75,670	157,570
Food & Food Products	2,933,086	5,849,222	1,724,793	3,411,048
Gasoline, Lubricants & other Fuels	374,083	803,038	180,900	384,360
Household Equip. & Supplies	851,748	1,748,025	553,307	1,184,922
Household Furnishings	193,995	396,700	301,000	649,785
Industrial Materials	366,030	706,311	271,260	581,370
Insurance	27,580	65,950	47,340	89,250
Jewelry, Optical Goods & Cameras	157,987	300,407	154,725	312,775
Office Equipment, Stationery Supplies, Writing	193,920	413,370	15,330	30,590
Political	46,168	46,168	.....	.....
Publishing & Media	52,683	106,295	46,035	46,035
Radios, TV Sets, Phonographs Musical Instru. & Access.	419,815	806,755	391,130	832,640
Retail Stores	108,000	210,950	17,340	34,680
Smoking Materials	2,204,470	4,569,413	1,026,377	2,178,004
Soaps, Cleansers, & Polishers	1,562,649	3,247,011	516,605	939,200
Toiletries & Toilet Goods	1,972,737	4,000,585	838,091	1,744,773
Miscellaneous	180,683	346,688	115,399	217,309
TOTALS	$14,786,047	$29,857,606	$7,804,550	$15,921,656

TABLE VII

MONTHLY RADIO AND TV NETWORK GROSS SINCE AUGUST 1951

Month	Radio Network Gross	TV Network Gross
Aug. '51	$11,804,161	$ 9,302,[illegible]
Sept. '51	14,966,436	14,469,[illegible]
Oct. '51	14,970,355	14,466,[illegible]
Nov. '51	14,377,151	13,919,[illegible]
Dec. '51	14,619,048	14,247,[illegible]
Jan. '52	14,477,939	15,058,[illegible]
Feb. '52	13,560,948	14,786,[illegible]

Political Time

(Continued from page 26)

which the cost per person reached has declined in the last year."

He said all but three cities (Seattle, Phoenix, Albuquerque) of the 63 areas with TV are to be on the interconnected network this summer. He estimated there are 17 million TV sets in the hands of the public, with another million or two to be added by November. The TV audience in the 1948 campaign watched through 400,000 sets served by 30 stations in 16 cities.

Industry witnesses were questioned by John Moore, committee counsel, about the danger of faking political programs, recalling a composite photo used in a Maryland senatorial campaign. He suggested rules against faking should apply to radio and television but was reminded of the Communications Act and FCC regulations.

Bills designed to give the industry libel protection (S-2539, HR-7062) are pending before the Senate and House Interstate and Foreign Commerce Committees.

Danger of antagonizing the public toward candidates who appear in place of popular programs was stressed by Sen. Monroney.

Present law limits national committees to $3 million expenditure in any one campaign. Senatorial candidates are limited to $25,000 and House candidates to $5,000.

KALTENBORN

Honored in New York

H. V. KALTENBORN, NBC news analyst, was honored Thursday at a luncheon under the joint auspices of the Radio Executives Club of New York and the New York chapter of Radio Pioneers to commemorate his completion of 30 years in broadcasting.

In his professional capacity, the guest of honor looked ahead 30 years to deliver a brief newscast dated April 17, 1982, reporting that former President Truman was predicting Democratic successes at the polls following "30 years of Republican misrule" and that truce talks in Korea were continuing.

Later, Mr. Kaltenborn said the tribute really should be given to the American system of free broadcasting which permitted him to speak his mind with no government censorship or control over his words, a privilege he said was granted only where broadcasting is supported by advertising and not subsidized by the state.

J. R. Poppele, national president of Radio Pioneers, founded by Mr. Kaltenborn, presented him a volume containing signatures of more than 500 members of that organization. G. W. Johnstone, New York president, gave Mr. Kaltenborn an engraved pocketpiece from that city's chapter. I. E. Showerman, REC president, presided at the meeting, during which Rolf Kaltenborn, H. V.'s son, participated in a burlesque of his father's method of news analysis.

KICKOFF at Poor Richard Club luncheon, Philadelphia, entertains Fulton Lewis jr. (third from l), upon Family Finance Corp.'s sponsorship of his 7 p.m. Monday through Friday commentary over WIP there. Among those present are (l to r) Howard Hopson, president of Hopson Adv.; Harold LeDuc, Poor Richard president; Mr. Lewis; Alan K. Dolliver, sponsoring firm's president; John LaCerda, luncheon chairman, and Clyde Spitzner, WIP local commercial manager.

Harold Essex Elected

HAROLD ESSEX, vice president of the Piedmont Pub. Co., Winston-Salem, N. C., in charge of the company's broadcast operations (WSJS-AM-FM Winston-Salem), has been elected chairman of the company's senior management board, it was announced last week.

ABC PICKS WHITE

To Cover Conventions

PAUL W. WHITE, former news director of CBS and now with KFMB-AM-TV San Diego, has been appointed managing editor of ABC's radio and television news staffs to direct their coverage of the Republican and Democratic Presidential conventions this summer.

His appointment for the assignment, for which he has been granted a three-month leave of absence by the KFMB stations, was announced by Thomas Velotta, ABC vice president in charge of news and special events.

ABC's radio-TV coverage of the conventions, to be held in Chicago in July, is being sponsored by Admiral Corp.

Spring Tonic

FOR THE BROADCASTER

STATION MANAGERS - PROGRAM DIRECTORS
SALES MANAGERS - PRODUCTION MEN

For all who seek the answers to Better Programming

BMI PROGRAM CLINICS

APRIL 28 – MAY 12

A concentrated cross-country schedule brings the BMI Program Clinics to you in your own area. Thirty-eight Clinics in 37 States under the auspices of your State Broadcasters Associations. Five additional clinics in Canada complete the Itinerary.

Past BMI Program Clinics have been hailed as "the most comprehensive job of spreading info about latest programming techniques and ideas"—(Variety) and "BMI Clinics spark local showmanship"—(Sponsor). This 1952 series will be bigger and better.

CHECK YOUR STATE OR NEARBY STATE AND HAVE YOUR KEY PERSONNEL ATTEND

State	Date	City	Meeting Place
ALABAMA	May 12	Montgomery	Jefferson Davis Hotel
ARKANSAS	May 2	Little Rock	Marion Hotel
ARIZONA	April 28	Phoenix	Jokake Inn
CALIFORNIA	May 9	San Francisco	Clift Hotel
CALIFORNIA (Southern)	April 29	Hollywood	Hollywood-Roosevelt Hotel
COLORADO	May 2	Denver	Cosmopolitan Hotel
FLORIDA	May 8	Gainesville	University of Florida
GEORGIA	May 10	Athens	University of Georgia
IDAHO	May 2	Boise	Boise Hotel
ILLINOIS	May 9	Chicago	Sheraton Hotel
IOWA	May 7	Des Moines	Hotel Savery
KANSAS	May 5	Wichita	Broadview Hotel
KENTUCKY	April 28	Owensboro	Owensboro Hotel
LOUISIANA	May 5	Alexandria	Bentley Hotel
MAINE	May 12	Augusta	Augusta House
MARYLAND	May 5	Baltimore	Sheraton-Belvedere
MASSACHUSETTS	May 9	Boston	Touraine Hotel
MICHIGAN	April 30	Battle Creek	Post Tavern
MINNESOTA	May 7	Minneapolis	Radisson Hotel
MISSISSIPPI	May 3	Jackson	Heidelberg Hotel
MISSOURI	May 6	St. Louis	Hotel Jefferson
MONTANA	April 27	Missoula	Florence Hotel
NEBRASKA	May 1	Omaha	Paxton Hotel
NEW JERSEY	May 6	Atlantic City	Dennis Hotel
NEW YORK	May 8	Syracuse	Onondaga Hotel
NORTH CAROLINA	May 2	Raleigh	Sir Walter Hotel
OHIO	May 2	Columbus	Deshler-Wallick Hotel
OKLAHOMA	May 7	Oklahoma City	Skirvin Hotel
OREGON	May 7	Portland	Benson
SOUTH CAROLINA	May 6	Columbia	Columbia Hotel
SOUTH DAKOTA	April 30	Sioux Falls	Cataract Hotel
TENNESSEE	April 29	Nashville	Andrew Jackson Hotel
TEXAS	May 9	San Antonio	Plaza Hotel
UTAH	May 1	Salt Lake City	Newhouse Hotel
VIRGINIA	May 1	Richmond	John Marshall Hotel
WASHINGTON	May 1	Seattle	Olympic Hotel
WEST VIRGINIA	May 6	Charleston	Daniel Boone
WISCONSIN	April 29	Milwaukee	Plankinton Hotel
	May 5		

BROADCAST MUSIC, INC. 580 Fifth Avenue, New York 19, N.Y.
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TABLE 2

BROADCAST REVENUES, EXPENSES, AND INCOME OF AURAL BROADCAST SERVICES

	1950-1951 (Millions) 1951 (Estimated)	1950	Percent Increase or (Decrease) in 1951
		Broadcast Revenues	
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	$104.1	$110.5	(5.8)
Other AM and FM Stations [2]	351.3	334.0	5.2
Total	$455.4	$444.5	2.5
		Broadcast Expenses	
4 Nationwide networks and 3 regional networks (including owned and operated stations) [1]	$ 93.3	$ 91.5	2.0
Other AM and FM Stations [2]	300.3	284.8	5.4
Total	$393.6	$376.3	4.6
		Broadcast Income (before Federal Income Tax)	
4 Nationwide networks and 3 regional networks (including owned and operated stations [1]	$ 10.8	$ 19.0	(43.2)
Other AM and FM Stations [2]	51.0	49.2	3.7
Total	$ 61.8	$ 68.2	(9.4)

[1] The number of network owned and operated stations in 1950 was 26 and in 1951, 25.
[2] Including 2,203 AM, AM-FM or independent FM stations in 1950 and 2,240 in 1951.

TABLE 3

Broadcast Revenues, Expenses and Income of Frequency Modulation (FM) Stations

Item	1951 Number of stations	1951 Estimated Amount (Millions)	1950 Number of stations	1950 Amount (Mill...
		FM Broadcast Revenues		
FM stations operated by: AM licensees:				
Reporting no FM revenues [1]	351	—	420	—
Reporting FM revenues	186	$1.9	163	$1.4
Non-AM licensees	65	1.3	86	1.4
Total FM stations	602	$3.2	669	$3.8
		FM Broadcast Expenses		
FM stations operated by: Non-AM licensees	65	$2.8	86	$4.9
Industry total [1]				
		Total FM Broadcast Income (Before Federal Income Tax)		
FM stations operated by: Non-AM licensees	65 [2]	($1.5)	86	($2.6)
Industry total [1]				

( ) Denotes loss.

[1] In view of the difficulty in a joint AM-FM operation in allocating FM operation expenses separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

[2] Eight of the 65 FM stations operated by non-AM licensees reported profitable operations in 1951.

TABLE 4

Comparative Broadcast Revenues of 1,834 Identical AM Broadcast Stations [1] in Markets With and Without Television Stations, 1950-1951

Type of Market	Number of AM Stations	Broadcast Revenues of AM Stations 1951 (Millions)	1950 (Millions)	Percent of increase or (decrease)
Markets with television stations and estimated television set saturation [2] of:				
Under 30% (16 markets)	98	$31.0	$30.1	3.0
30%-50% (27 markets)	142	42.7	42.8	(0.2)
50% and over (20 markets)	199	94.3	96.6	(2.4)
Total (63 markets)	439	$168.0	$169.5	(0.9)
Markets without television stations	1,395	170.4	157.5	8.2
All Stations	1,834	$338.4	$327.0	3.5

[1] In operation full year in both 1950 and 1951.
[2] Ratio of TV families to total families within area served by TV station—as of July 1, 1951.

TABLE 5

Percentage Change in Broadcast Revenues Between 1950 and 1951 of 1,834 Identical AM Broadcast Stations [1] in TV and Non-TV Markets

Percentage change (1)	Number of stations reporting Total (2)	In TV markets (3)	In non-TV markets (4)	Percent of stations Total (5)	In TV markets (6)	In non-TV markets (7)
Decrease in broadcast revenues:						
Over 20%	80	28	52	4.4	6.4	3.7
20-15	52	24	28	2.9	5.5	2.8
15-10	81	31	50	4.4	7.1	3.6
10-5	140	52	88	7.6	11.8	6.3
5-0	171	47	124	9.3	10.7	8.9
Sub-total	524	182	342	28.6	41.5	24.5
Increase in broadcast revenues:						
0-5%	310	81	229	16.9	18.5	16.4
5-10	286	37	249	15.6	8.4	17.9
10-20	376	68	308	20.5	15.5	22.1
20-30	169	33	136	9.2	7.5	9.7
30-40	72	16	56	3.9	3.6	4.0
40-50	39	10	29	2.1	2.3	2.1
50 and over	58	12	46	3.2	2.7	3.3
Sub-total	1,310	257	1,053	71.4	58.5	75.5
Grand Total	1,834	439	1,395	100.0	100.0	100.0

[1] In operation for full year in both 1950 and 1951.

TABLE 6

Changes in Income (Before Federal Income Tax) Between 1950 and 1951 of 1,834 Identical AM Broadcast Stations [1] in TV and Non-TV Markets

Stations Reporting	Number of Stations Total	In TV Markets	In Non-TV Markets	Percent of Stations Total	In TV Markets	In Non-TV Markets
Increased loss in 1951	75	17	58	4.1	3.9	4.1
Decreased income in 1951	611	193	418	33.3	44.0	30.0
Income in 1950 and loss in 1951	100	29	71	5.5	6.6	5.1
Sub-total [2]	786	239	547	42.9	54.5	39.2
Decreased loss in 1951	133	28	105	7.2	6.4	7.5
Loss in 1950 and profit in 1951	183	41	142	10.0	9.3	10.2
Increased profit in 1951	732	131	601	39.9	29.8	43.1
Sub-total [3]	1,048	200	848	57.1	45.5	60.8
Total	1,834	439	1,395	100.0	100.0	100.0

[1] In operation for full year in both 1950 and 1951.
[2] Indicating a less favorable financial position.
[3] Indicating a more favorable financial position.

TABLE 7

Broadcast Revenues of All Broadcast Services (AM, FM and TV) in 1951, Percentage of Revenues of All Services Accounted for by TV, 1949-1951, and Percent Change in Aural Revenue, 1950-1951 for Specified TV Markets

Metropolitan Areas or Communities with TV Stations	Number of Stations 1951 Aural [1] (AM & FM)	TV	Broadcast Revenues [2] 1951 All Services (AM, FM & TV) ($000)	TV ($000)	Percent TV of Total Revenues in 1951	1950	1949	Percentage Increase or (Decrease) in Aural (AM & FM) Revenues 1950-1951
Los Angeles	26	7	$23,939	$13,464	56.2	42.3	17.3	(3.8)
Philadelphia	20	3	15,182	8,200	54.0	39.6	19.9	0.9
Columbus, Ohio	5	3	4,142	2,439	58.9	38.9	12.7	(2.8)
Baltimore	10	3	7,639	3,963	51.9	38.3	20.8	3.4
New York	35	7	49,800	26,104	52.4	33.8	16.9	(7.5)
Washington, D. C.	16	4	8,377	3,836	45.8	33.4	19.7	2.1
Cleveland	8	3	9,283	4,858	52.3	32.3	9.8	(2.1)
Chicago	30	4	28,087	12,578	44.8	30.8	12.2	(0.7)
Detroit	11	3	14,328	6,771	47.3	27.4	11.0	(6.7)
San Francisco	18	3	10,513	3,823	36.4	20.1	4.2	7.9
Cincinnati	7	3	10,149	3,790	37.3	18.1	7.4	(8.3)
Atlanta	10	3	4,254	1,657	38.9	21.0	7.3	(0.4)
Total 12 TV markets	196	46	$185,693	$91,483	49.3	32.7	14.4	(3.0)
51 other TV metropolitan areas or communities	328	62	156,583	57,503	36.7	18.6	6.4 [3]	0.6
Total 63 metropolitan areas or communities	524	108	$342,276	$148,986	43.5	26.2	10.7 [4]	(1.2)

[1] Jointly operated AM-FM stations counted as one station.
[2] Includes network owned and operated stations.
[3] Includes 46 metropolitan districts in 1949.
[4] Includes 58 metropolitan districts in 1949.

NOTE: 1951 data compiled on basis of Standard Metropolitan Areas, 1950 Census. 1950 and prior data compiled on basis of Metropolitan Districts, 1940 Census. Only minor variations occur when the 1950 and prior data are compiled on basis of Standard Metropolitan Areas, 1950 Census.

AM-FM Income

(Continued from page 23)

the total revenues of AM-FM-TV stations in all 63 TV markets in 1951, compared to 26.2% in 1950 and 10.7% in 1949. Revenues of 524 AM-FM stations and 108 TV stations in these cities totaled $342,276,000 for 1951, of which $148,986,000 was attributed to TV.

(5) For the first time, total TV revenues exceeded total AM-FM revenues in six TV cities—Columbus, Los Angeles, Philadelphia, New York, Cleveland and Baltimore.

By age of station, the FCC repeated what has been reported previously—that pre-World War II stations are making out better than post-war stations. Of the 800 stations established before 1942, only 93 or 11.6% reported a loss in 1951. Of the 1,388 stations established in 1942 or subsequently, 330 or 23.8% reported a loss in 1951. Greatest number seem to be in the 1946-48 class. 184 reported a loss in 1951.

The 800 pre-war stations had total revenues of $239.8 million in 1950, income of $44.5 million. This compares to the 1,388 postwar stations' total revenue of $122.6 million, income of $11.0 million.

Commission called attention to the fact that one network (believed to be CBS) was revising its financial data which would reflect more completely the division of expenses between AM and TV. This might mean that the final AM network income data for 1951 may be higher than shown in last week's report on estimated 1951 income.

The Commission also reported that the 19% of AM-FM stations which reported losses in 1951 represents the smallest proportion of losers since 1946.

...ERT

Four-Day Session Held in Columbus

EDUCATORS, commercial radio-TV broadcasters and government agency officials converged on Columbus, Ohio, the past four days for Ohio State U.'s 22d Institute for Education by Radio-Television.

While the accent was on television in view of FCC's lifting of the allocation freeze, a myriad of varied subjects ranging from international broadcasting to small college station problems occupied a crowded agenda. Sessions were held at the Deschler-Wallick Hotel Thursday through Sunday.

The theoretical approach to broadcasting was reflected in a series of panel discussions touching on news and special events aspects of commercial radio-TV stations, tape recordings, youth discussion broadcasts, organized listeners' groups, programming of music, religious and other broadcasts, international broadcasting and communications research, educational radio, fare offered by government agencies and national organizations and numerous TV panels.

FCC was represented by Chairman Paul A. Walker and Comrs. E. M. Webster and Frieda Hennock. Other government participants were to include Jack T. Johnson, assistant administrator, Federal Civil Defense Administration; John Meagher, acting chief, Radio-Television Division, Dept. of State.

Symposium on TV Held

Opening conference session last Thursday evening was a symposium on TV programming and a similar general session was held Friday on "What the Educational Administrator Expects from Television." (See separate story page 80 and AT DEADLINE.)

A number of allied groups also held concurrent meetings with the institute, which last year, in acknowledgment of the growth of the visual medium, incorporated television for the first time in its title.

Among those organizations meeting were the National Assn. of Educational Broadcasters, Assn. for Education by Radio-Television, *New York Times* Youth Forum, Intercollegiate Broadcasting System and Ohio Assn. of Radio News Editors. FCC Chairman Walker was to address the *Times* forum Friday.

Comr. Webster was to address a Saturday session on "Broadcasting to Foreign Countries," which included a talk on international radio consumer studies by Leo Lowenthal, chief of the Voice of America's Program Evaluation Division on collaboration of international broadcasting systems, by Pierre Crenesse, director of the French Broadcasting System's North American branch; and shortwave coverage of the world audience by Gen. Frank E. Stoner, VOA communications coordinator.

Comr. Webster told a work-study group that "frequency demands of virtually all nations have far exceeded the spectrum space available . . . and countries thus far appear to have been unable collectively to tailor their demands to the restricted space."

"Large and powerful nations must accept full responsibilities before the present 'chaotic condition' in international broadcasting can improve," he asserted.

Not Hopeful

The FCC Commissioner was not overly optimistic. He expressed belief that the original Atlantic City frequency agreement in 1947 was not intended to "provide for the international broadcasting requirements of a deeply troubled world using high frequencies as a means of engaging in a heated propaganda battle."

Noting successes and failure of international conferences since World War II, Comr. Webster called on larger nations to assume world leadership in radio, despite their reluctance, and "see to it that the high frequency broadcasting problem is equitably resolved." Planned use of international frequencies had become inoperative by 1949 because the number of stations had increased to "fantastic proportions," he observed.

A session on "Communications Research" was scheduled Saturday under chairmanship of Merritt C. Ludwig, supervisor of the Fund for Adult Education television project at WOI-TV Ames, Iowa. Dallas W. Smythe, research professor, Institute of Communications Research, U. of Illinois, was to discuss the significance of findings in the TV monitoring studies sponsored by the National Assn. of Educational Broadcasters.

Mr. Lowenthal planned to tell the work group that international communications research is a relatively new field requiring new skills. His advance talk described field studies in the Near East where, he said, the Voice of America commands a faithful audience. These studies, he added, pose difficult questions on national attitudes in relation to broadcasts of political programs and propaganda.

Use of radio frequencies for education was to be covered by Franklin P. Dunham, chief of radio-television, U. S. Office of Education, in a session on the subject with respect to commercial stations. Noting that the U. S. places a high value on education, Mr. Dunham in his prepared talk emphasized that not only do commercial outlets have a legal obligation to "serve the public interest, convenience and

(Continued on page 86)

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XUM

Network Rate Cuts' Effect

(Continued from page 23)

MBS, Sun., half-hour, through Sept.

Emerson Drug Co. (Bromo-Seltzer) had *Hollywood Star Playhouse* on CBS Radio, Mon., half-hour, through July.

Glorion Corp. (cosmetics) had Chet Huntley on ABC, Thurs., 15 min., Sept.-Dec.

Goodnews Broadcasting Assn—*Back to the Bible* on ABC, Sun., half-hour, May-July.

International Tel. & Tel. Co. (radios, TV sets, clocks)—Van Deventer on MBS, Sun., half-hour, Aug.-Oct.

Jackson & Perkins Co. (Christmas roses)—gardening talks on CBS Radio, Sat., 15 min., in May Sept. and Oct.

Andrew Jergens Co. (toiletries)—*Jergens-Woodbury Journal* on ABC, Sun., 15 min., through Dec.

Lee Pharmacal Co. (Shadow Wave home permanent) — Chet Huntley on ABC, Tues., Thurs., 15 min., June-Dec.

Joe Lowe Corp. (Popsicles)—*Mel Allen's Popsicle Clubhouse* on MBS, five min., Mon., Wed., Fri., June-Aug.

National Optics Co. (Ratex Nite Glasses)—Sidney Walton on ABC, Thurs., 15 min., July, Aug., Sept. and Dec.

Niresk Industries (dolls)—Sidney Walton on ABC, Mon.-Fri., 15 min., eight broadcasts in Nov.

Norwich Pharmacal Co., Robert Trout on NBC, Sun., five min., through July.

Pepsi-Cola Co. — *Phil Regan Show* on CBS Radio, Sun., 25 min., through Aug.

Puritan Co. of America (foods)—Julian Bentley on CBS Radio Mon.-Fri., five min., May-Aug.

Ronson Art Metal Works (lighters)—*Hollywood Stars on Stage* on ABC, Sun., 25 min., Oct.-Dec.

Safeway Stores (milk)—*Memo From Molly* on CBS Radio, Sun., half-hour, to Sept.

Schenley Industries (beer) — *Blatz Reporter* on ABC, Mon.-Fri., five min., June-Sept.; and *Mutual Newsreel* on MBS, Monday-Friday, 15 min., July and Aug.

Sinclair Oil Corp.—Charles Collingwood and Larry LeSueur on CBS Radio, Sun., 15 min., through Dec.

U. S. Government (recruiting)—*Let's Go* on ABC, Mon., half-hour through July; Frankie Laine on CBS Radio, Sun., half-hour, Oct. Nov.

Wafex Inc. (reducing tablets)—*Inside the Doctor's Office* on MBS, Sun., quarter-hour, Aug.-Oct.

* * *

NEW MONEY IN NETWORK RADIO AND WHERE IT GOES

Sponsor and Agency	Program and Stations	Time & Contract Duration
*American Bakers Assn. (bakery products), Chicago Foote, Cone & Belding, Chicago	Hollywood Star Playhouse NBC—183	Sun. 5-5:30 p.m. Feb. 24
*American Chicle Co. (gum), Long Island City, N. Y. Sullivan, Stauffer, Colwell & Bayles, N. Y.	Fat Man, Casebook of Gregory Hood, Top Guy, ABC—235 The Sheriff, Defense Attorney, ABC—249 Stop The Music ABC—231 Will Rogers ABC—179 Bobby Benson MBS—529 Big Show NBC—167 Martin & Lewis NBC—178 Mr. Keen, Tracer of Lost Persons NBC—178	Wed. 8:30-9 p.m. July 11-Dec. 26 July 13-Dec. 27 Thurs. 8-8:30 p.m. Sun. 8:30-8:45 p.m. July 8-Dec. 29 Tues.-Thurs. 5:55-6 p.m. Oct. 25 Sun 4:55-5 p.m. Oct. 28 Sun. 7:30-8 p.m. Oct. 7 Fri. 8:30-9 p.m. Oct. 5 Thurs. 8:30-9 p.m.
*American Protam Corp. (Protam), New York Dowd, Redfield & Johnstone Inc., New York	Health Quiz MBS—300 MBS—269	M, W. & F. 10:30-10:45 p.m. Sun. 11:15-11:30 a.m. 1:15- 1:30 p.m. 2:45- 3:00 p.m.
American School (correspondence school), Chicago Olian Advertising Co., Chicago	Gabriel Heatter MBS—332	Mon. 7:30-7:45 p.m. Oct. 1-March 16
*Avco, Crosley Div. (home appliances), Cincinnati Benton & Bowles, New York	Father Knows Best NBC—154	Thurs. 8-8:30 p.m. Jan. 10
*Borg-Warner Corp., Norge Div. (home appliances), Chicago J. Walter Thompson, Chicago	Red Skelton CBS—54	Wed. 9-9:30 p.m. Oct. 3
*Credit Union National Assn., Madison, Wis. J. Walter Thompson, Chicago	Gabriel Heatter MBS—516	Thurs. 7:30-7:45 p.m. Jan. 1
*Economics Lab (Soilax), St Paul, Minn. Cunningham & Walsh, N. Y.	Galen Drake CBS—186	Sat. 10:25-10:30 a.m. Oct. 6
*Ex-Lax (laxative), Brooklyn, N. Y. Warwick & Legler, N. Y.	Doctor's Wife NBC—184	M-F, 5:45-6 p.m. March 3
*Kingan & Co. (shortning), Indianapolis Warwick & Legler, N. Y.	Arthur Godfrey and His Roundtable CBS—96	Sun. 5-5:30 p.m. Oct. 14
*La Maur Products (shampoos), Minneapolis Hilton & Riggio, N. Y.	George Fisher Hollywood Report CBS—30	Sun. 10:15-10:30 p.m. Sept. 9
*Leslie Salt Co. (salt), San Francisco Long Adv. Service	Meet The Misses CBS—18	Sat. 11:30 a.m.-12 noon Sept. 22
*Morton Salt Co. (salt), Chicago Klau-Van Pietersom-Dunlap Assoc. Inc., Milwaukee	Visitin' Time CBS—7	Sat. 6-6:30 p.m. Sept. 18
*North American Van Lines (moving service), Fort Wayne, Ind. Kastor & Assoc., L. A.	Jay Stewart's Fan Mail CBS—36	Sun. 1:10-1:15 p.m. Jan. 20
*Orange-Crush Co. (beverages), Chicago Fitzmorris & Miller Adv., Chicago	Green Hornet MBS—233	Wed. & Fri. 5-5:30 p.m. Nov. 7
*Reynolds Metals Co. (aluminum), Richmond, Va. Buchanan & Co., N. Y.	The Big Show NBC—167 NBC Symphony NBC—178	Sun. 6:30-7 p.m. Oct. 9 Sat. 6:30-7:30 p.m. Dec. 29 (one time only)
*Seabrook Farms Co. (frozen foods) Hilton & Riggio, N. Y.	Private Files of Matthew Bell MBS—132	Sun. 4:30-4:55 p.m. March 16
*Stokely-Van Camp Inc. (food products), Indianapolis Calkins & Holden, Carlock, McClinton & Smith Inc., N. Y.	John Conte Show ABC—234	M-F 8:55-9 a.m. Jan. 1
*Sylvania Electric Products Inc. (TV sets), New York Roy S. Durstine Inc., New York	Sammy Kaye Sun. Serenade ABC—101 Grantland Rice CBS—64	Sun. 5-5:30 p.m. Oct. 26 Fri. 8-8:15 p.m. Sept. 28-Nov. 16

* Still on the air.

upcoming

April 20-24: American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 21: BAB Sales Clinic, San Francisco.

April 21-25: Society of Motion Picture and Television Engineers, 71st semi-annual convention, Drake Hotel, Chicago.

April 21-26: Educational Television Programs Institute seminar, Pennsylvania State College, State College, Pa.

April 23: BAB Sales Clinic, Portland, Ore.

April 24: MBS stockholders annual meeting, New York.

April 24: BMI Program Clinic, Palliser Hotel, Calgary, Alta.

April 24-25: Radio-Television Mfrs. Assn. and RTMA of Canada, 9th international conference, General Brock Hotel, Niagara Falls, Ontario.

April 25: BAB Sales Clinic, Seattle.

April 25-26: Washington State Assn. of Broadcasters, spring meeting and sales clinic, Pullman, Wash.

April 25-27: Advertising Federation of America, Fourth (Florida) district, Casablanca Hotel, Miami Beach, Fla.

April 28: BMI Program Clinic, Owensboro, Ky

April 28: BMI Program Clinic, Phoenix, Ariz.

April 28: BMI Program Clinic, Missoula, Mont.

April 29: BMI Program Clinic, Nashville, Tenn.

April 29: BMI Program Clinic, Charleston, W. Va.

April 29-30: New York Chapter, American Marketing Assn.-Sales Executive Club of New York, merchandising clinic, Hotel Roosevelt, New York.

April 30: BMI Program Clinic, Sioux Falls, S. D.

April 30: BMI Program Clinic, Battle Creek, Mich.

April 30-May 2: Assn. of Canadian Advertisers, 37th annual meeting, Royal York Hotel, Toronto.

April 30-May 2: AIEE Northeastern District meeting, Arlington Hotel, Binghamton, N. Y.

May 1: BMI Program Clinic, Omaha.

May 1: BMI Program Clinic, Salt Lake City.

May 1-2: CBS-TV special clinic on station operations, Waldorf-Astoria, New York.

May 1-2: NBC radio promotion-press-merchandising workshop, Waldorf-Astoria, New York.

May 1-2: Ohio Assn. of Radio and Television Broadcasters, management clinic, Deshler-Wallick Hotel, Columbus, Ohio.

May 2: BMI Program Clinic, Little Rock, Ark.

May 2: BMI Program Clinic, Denver.

May 2: BMI Program Clinic, Boise, Idaho.

May 3: BMI Program Clinic, Jackson, Miss.

May 5: BAB Sales Clinic, St. Louis.

May 5: BMI Program Clinic, Hotel Vancouver, Vancouver, B. C.

May 5: BMI Program Clinic, Alexandria, La.

May 5: BMI Program Clinic, Milwaukee.

May 5: BMI Program Clinic, Columbia, S. C.

May 5-6: Missouri Broadcasters Assn. spring meeting, including May 5, BAB sales clinic, May 6, BMI program clinic, Hotel Jefferson, St. Louis.

May 5-6: NBC radio promotion-press-merchandising workshop, Chicago.

IERT

(Continued from page 35)

necessity," but they have found it "good radio business."

"Our network and independently-operated commercial stations glory in their opportunity to serve the public with instantaneous news flashes, excellent commentators, top sports coverage and programs of general educational merit and high public acceptance," Mr. Dunham said, noting the opportunity afforded under the American system of broadcasting.

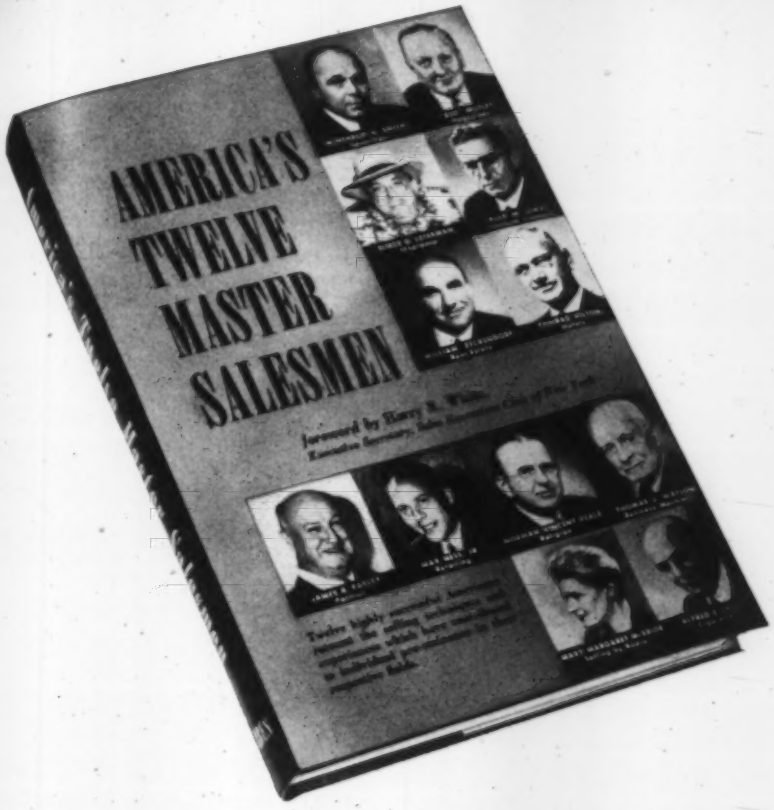
Another highlight of Saturday sessions was to be an exploration of new techniques in presenting radio-TV news and special events (see separate story page 44).

National organizations' use of radio was planned Saturday to include Robert K. Richards, NARTB public affairs director, and Jerome Reeves, program director, WBNS Columbus.

Music was to dominate another panel Saturday in a discussion by Walberg Brown, general manager, WDOK Cleveland. Contention was advanced that serious music can compete effectively with other fare for radio listeners.

Annual institute dinner was slated for Saturday evening in the grand ballroom of the Deschler-Wallick Hotel, with Jacob B. Taylor, vice president of Ohio State U., as toastmaster. "Oliver J. Dragon" ("Get on the Dragonwagon this election year") of *Kukla, Fran & Ollie* was to address the assemblage on "The Cultural and Educational Possibilities of Television." Burr Tillstrom, director of the NBC-TV program; Lewis Gomawitz, director, and Beulah Zachary, producer, were to appear.

Highlight of dinner was slated demonstration of *The Standard Hour* and *The Standard School Broadcast* by the Standard Oil Co. of California with concert orchestra and soloists under direction of Carmen Dragon.



WINTHROP H. SMITH—*Securities*
"RED" MOTLEY—*Magazines*
ELMER G. LETERMAN—*Insurance*
ALEX M. LEWYT—*Vacuum Cleaners*
WILLIAM ZECKENDORF—*Real Estate*
CONRAD HILTON—*Hotels*
JAMES A. FARLEY—*Politics*
MAX HESS, JR.—*Retailing*
NORMAN VINCENT PEALE—*Religion*
THOMAS J. WATSON—*Business Machines*
MARY MARGARET McBRIDE—*Selling by Radio*
ALFRED E. LYON—*Cigarettes*

When it came to radio, there was only one choice

"Who is the top salesman in your field?" That was the question put to hundreds of executives by Forbes, distinguished publishing firm, in a recent informal poll.

The answers are now out, for everyone to read, in a fascinating new book, "America's Twelve Master Salesmen." Here, the greatest salesmen of our time—in real estate and retailing, cigarettes and securities—tell their secrets of getting results.

When it came to selling by radio, the master salesman turned out to be a woman . . . MARY MARGARET McBRIDE.

That's no surprise to Mary Margaret's millions of faithful followers . . . to her happy sponsors . . . or to ABC. First Lady of Radio, Lady Aladdin of Broadcasting, number-one miracle of modern radio—whatever she has been titled—Mary Margaret McBride is undoubtedly the greatest single selling force in radio history. She is believed and beloved as no other person in advertising.

Wouldn't it be wonderful if *you* could hire one of America's twelve master salesmen? It so happens, you can! Mary Margaret McBride is now available for sponsorship—local, regional or national—on all ABC Radio Stations except in the Chicago area! For details, get in touch with The ABC Cooperative Program Department.

Exclusive Management:
ESTELLA H. KARN
49 West 45th Street, New York City

America is SOLD on ABC

ABC RADIO
American Broadcasting Company

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it last Monday.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Press run was limited. Please use the coupon below and order today.

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Please send ..... copies of the Final Television Allocations Report at $3.00 each.

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NAME

COMPANY

STREET

CITY ZONE STATE

Easy Conversion to UHF Promised

(Continued from page 25)

production. Production of UHF-only sets is planned for markets where no VHF service is available.

Admiral Corp., Chicago, plans to bring its VHF sets into UHF usage by giving free tuning strips to more than two million owners of sets with turret tuners and to all new buyers in 1952, Vice President Richard A. Graver said with no outside converter necessary. All that servicemen need do, he explained, is remove an unused VHF tuning strip from the Admiral turret tuner and insert a UHF strip.

He said Admiral was the first company to produce the turret tuner, having "long anticipated" the use of UHF.

Hallicrafters, Chicago, has four approaches to the UHF problem: Install UHF strips on set models equipped with the dynamic or turret tuner; manufacture a UHF tuner for new sets not having the dynamic tuner, with the UHF tuner mounted in a space provided in the chassis; manufacture a converter, which could be hooked on or placed on top of the receiver, and make combination UHF-VHF sets if customers want one. A spokesman for the company said they could manufacture such a combination set now as preparatory work has been completed. All Hallicrafters sets manufactured since June 1950 are equipped with turret tuners.

Belmont Radio Corp., Chicago, which manufactures Raytheon television sets, has a continuous UHF tuner which can be mounted on the VHF tuner with a substitute dial. One-knob action will bring in 83 channels. If the auxiliary unit is added at the factory for conversion, the cost is $29.95. If it is attached in the field, it is $39.95. The unit is a small box-like mechanism described as the size of a portable radio which can be set on top or at the side of the chassis.

UHF Conversion Facilities

All sets in the line of Scott Labs., Chicago and most of those made by John Meck Industries, Plymouth, Ind., are equipped with a turret type tuner to which UHF strips can be added. The sets have been pre-wired for UHF conversion. The company has also produced a separate converter experimentally, but will not produce these until there is a demand for them, which Meck officials expect next year "at the earliest." The firm has also manufactured the UHF tuning strips experimentally, and could place these in the hands of dealers "within a week" if the public demand warranted production.

Standard Coil Products Co., maker of tuners, has always produced a tuner compatible to special needs of UHF without additional structural change or converter, said Glen E. Swanson, president. The company has made 5,750,000 tuners, he said, which can be readied for UHF by simple substitution of coil strips for about $10, including installation. It serves Admiral, Emerson, Capehart and others, he added. An 82-channel VHF-UHF tuner was demonstrated in February and has an August delivery date, he said.

H. L. Hoffman, president of Hoffman Radio Corp., West Coast firm, said its sets will give complete UHF coverage, with present sets easily adaptable. Conversion can be done by adding an external converter or putting a slug on the tuner, he said.

"Kaye-Halbert Corp., Culver City, will make sets with UHF strips built-in when UHF stations are on the air and demand exists," said Harry Kaye, president. He said present sets can be converted easily.

General Electric Co. is prepared to market a continuous-tuning UHF "translator" for use with present VHF sets, according to spokesmen, who said it will retail for $49.95. Additionally, the company has developed—and is expected to announce details in the near future—an adapter for installation inside VHF sets to permit them to receive selected UHF channels.

Installation By Set Owner

All Westinghouse VHF sets can be converted for UHF reception without sacrificing any of the 12 VHF channels and models introduced this year contain built-in UHF circuits making possible single-dial tuning of UHF as well as VHF, F. M. Sloan, manager of the Television-Radio Division, reported Thursday.

This year's sets, he said, "are equipped to use a new tube-type plug-in channel receptor. Two units may be used to give two additional UHF channels and it is anticipated that this will meet the needs in most areas for some time. The set owner can make this installation. In case more than two UHF channels are available in an area, an all-channel continuous tuning unit will be available. A dial for UHF tuning is incorporated in all sets."

Sets with single-dial tuning manufactured before this year, Mr. Sloan said, can be equipped via the new tuner.

Retail price for the new tuner is $24.95 and Mr. Sloan said volume production is expected to bring this down. The units will be available in each area when UHF broadcasting commences, he added. No price has been set for the continuous tuner covering all UHF channels.

DuMont Labs has both internal and external converters but has not decided when actual production will start, spokesmen reported. Nor have probable prices been revealed, but they will be "competitive" with those of other manufacturers. Many models of the DuMont VHF line contain built-in provision for conversion by substituting tuning strips for local UHF channels.

Spokesmen for Emerson Radio & Phonograph Corp. said their company has been at work on development of adapters or converters but they were not in a position to discuss details.

Sylvania Electric Products has developed a converter which is reported to be "in or ready for" production, with retail price to be around $40.

Stewart-Warner Corp., Chicago, said all sets have been convertible to UHF by addition of tuning strips since 1949. No plans for making converters were disclosed.

RCA-Victor said it has been in production several months with UHF receiving equipment. For VHF sets it has an all-channel UHF selector to be added to a set. Two low-cost selectors are designed for areas with only one or two UHF stations. The selectors are said to function on any make TV set, with simple installation.

Six years of field testing and experiments have gone into the equipment, it was added, based on Washington and Bridgeport UHF reception. Reception will be as good as in the VHF band, according to RCA.

Fred D. Ogilby, Philco Corp. vice president in charge of TV, said, "all Philco television sets have been equipped to accept adapters for a number of years. As soon as the UHF stations are in operation and the adapters are needed, they will be available in any quantity, since they have already been developed and perfected. We plan to make no profit on the adapters but sell them as a service to our customers when needed."

This Summer wherever you go There's Radio

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

Merchandising Magic in Baltimore!

Kitchen Karnival

The show that promotes at point-of-sale!

BRENT GUNTS
Baltimore's top M.C., a favorite with the ladies who pay $1.00 to see him or for the lunch (we don't know which).

JOE CROGHAN
Announcer and right hand man to Brent Gunts, has a quick sense of humor and a winning touch with commercials.

DON REDDING
WBAL's Sales Service Manager, whose primary function is to correlate the terrific power and effect of "K. K." with the effort of the manufacturers' own local broker or representative.

BILL MASON
Merchandising Manager, carefully plans the campaign and promotions for sponsors. He sets up luncheons, shows and displays, and personally visits dozens of chain and independent stores weekly.

JIM MARKIEWICZ
Another experienced grocery detail man. Full-time on the street, achieving distribution, stimulating sales, setting up displays, obtaining bona-fide orders for "K. K." products. Weekly written reports to sponsors on activities.

Kitchen Karnival, WBAL's outstanding daily half-hour festival of fun, offers participating sponsors guaranteed, concentrated merchandising for their products in the Baltimore area food stores. Your product is exposed to thousands of customers. For instance: Your product is mass displayed at luncheon broadcasts and at church and civic broadcasts in and around Baltimore; it is sampled by luncheon guests and audiences numbering over 500 each week; it is given as prizes at every broadcast; it gets special point of sale display and active in-store promotion from full-time merchandising men.

WBAL

50,000 Watts • NBC in Maryland
Nationally Represented by EDWARD PETRY & Co.

CHICAGO AD GROUP

To Sponsor Contest

FOURTEEN radio and television awards will be given to industry members in Chicago by the Chicago Federated Advertising Club in its 10th annual competition this year. Entries from advertisers, stations, networks and producers must be entered by April 25 for judging in the contest, results of which will be announced at the annual banquet.

Radio entries competing for awards in four classifications each in network and local groups should be in the form of a letter with descriptive and factual matter concerning the program or commercial (data on ratings, sponsor identification and accomplishments) all accompanied by 33 1/3 transcriptions, the judges request. TV entries on shows or commercials will be judged on the basis of letters, and/or film.

Separate awards will be given in radio and television to network and local entries in these classes: (1) programs—drama, variety, music, audience participation, juvenile, disc jockey; (2) commercial announcements, including station breaks and (3) new program created during the year. A fourth radio category is for special features, such as sports, public service, women's shows, news and veteran's shows.

Radio judges include Al Bland, WBBM-CBS; Kenneth Craig, CBS; Jane Daly, Earle Ludgin; Bruce Dennis, WGN; Fred Harm, WJJD; Homer Heck, WMAQ-NBC; Irene Hess, Ruthrauff & Ryan; Lee Petrillo, WCFL; Nick Wolf, Leo Burnett, and Dick Woollen, WENR-ABC, all Chicago.

Judges for TV entries are Jack Arnold, Henri, Hurst & McDonald; Hill Blackett, Grant Adv.; Bob Brewster, McCann-Erickson; Dave Dole, Leo Burnett; Fred Klein, Toni Co.; Jack Odell, Quaker Oats Co.; Karl Sutphin, BBDO, and Alan Wallace, Needham, Louis & Brorby.

Representing radio and television, respectively, on the general awards committee are Howard B. Meyers, manager of the O. L. Taylor Co. and Gerald A. Vernon, TV network sales manager for ABC.

ABC CHICAGO

Moves to New Studios

ABC CHICAGO completed a $300,000 move last weekend, transferring its Merchandise Mart facilities to the Chicago Daily News Bldg. across the river from its Civic Opera Bldg. headquarters [B•T, March 31]. WENR, ABC's owned and operated radio outlet, has what Vice President John H. Norton Jr. terms "a completely new broadcasting setup" with six modern studios, five of which are now being built on the 24th and 25th floors. One of the new studios will be used for both radio and WENR-TV, while another, now a TV room, will be converted to radio use also.

New facilities in addition to the AM studios include a master control unit and an engineering equipment maintenance shop, as well as 12 tape recorders. Modern portable equipment for remotes is being purchased also, including microphone stands, amplifiers and cords.

CONVENTIONS

Full CBS Staff Assigned

EVERY regular CBS Radio and CBS Television news broadcaster backed by the entire radio network editing and writing staff, will be in Chicago for coverage of the Presidential conventions, it was announced last week.

Regular news commentators to be assigned to the political coverage, under sponsorship of Westinghouse Electric Corp., include Edward R. Murrow, Robert Trout, Eric Sevareid, Lowell Thomas, Bill Downs, Don Hollenbeck, Allen Jackson, Winston Burdett, Douglas Edwards, Walter Cronkite and the entire New York and Washington news staffs of both CBS Radio and TV networks. David Schoenbrun, who has been covering Gen. Eisenhower's Paris headquarters, also will be sent to Chicago.

Regional reporters, also to be in Chicago for CBS AM-TV commentaries, are Grant Holcomb, KNXT (TV) Los Angeles; Jim Bormann, WCCO Minneapolis-St. Paul; Charles Ashley, WEEI Boston; Charles Shaw, WCAU- TV Philadelphia, and Jack Knell, WBTV (TV) Charlotte, N. C. KSD-TV St. Louis will also be represented by a local news broadcaster.

CBS Radio coverage will be directed by Wells Church, editor-in-chief of CBS Radio news, assisted by Theodore F. Koop, Washington news head; Henry Wefing, New York editor; Dallas Townsend, special events director, and Lew Shollenberger, Washington special events director.

Executive producer of CBS-TV convention coverage will be Sig Mickelson, CBS-TV director of news and public affairs, who is also chairman of the TV network pool executive committee. He will be assisted by Fritz Littlejohn, director of news, and Betty Koenig, TV program assistant. CBS-TV technical operations will be headed by R. G. Thompson, director of technical operations.

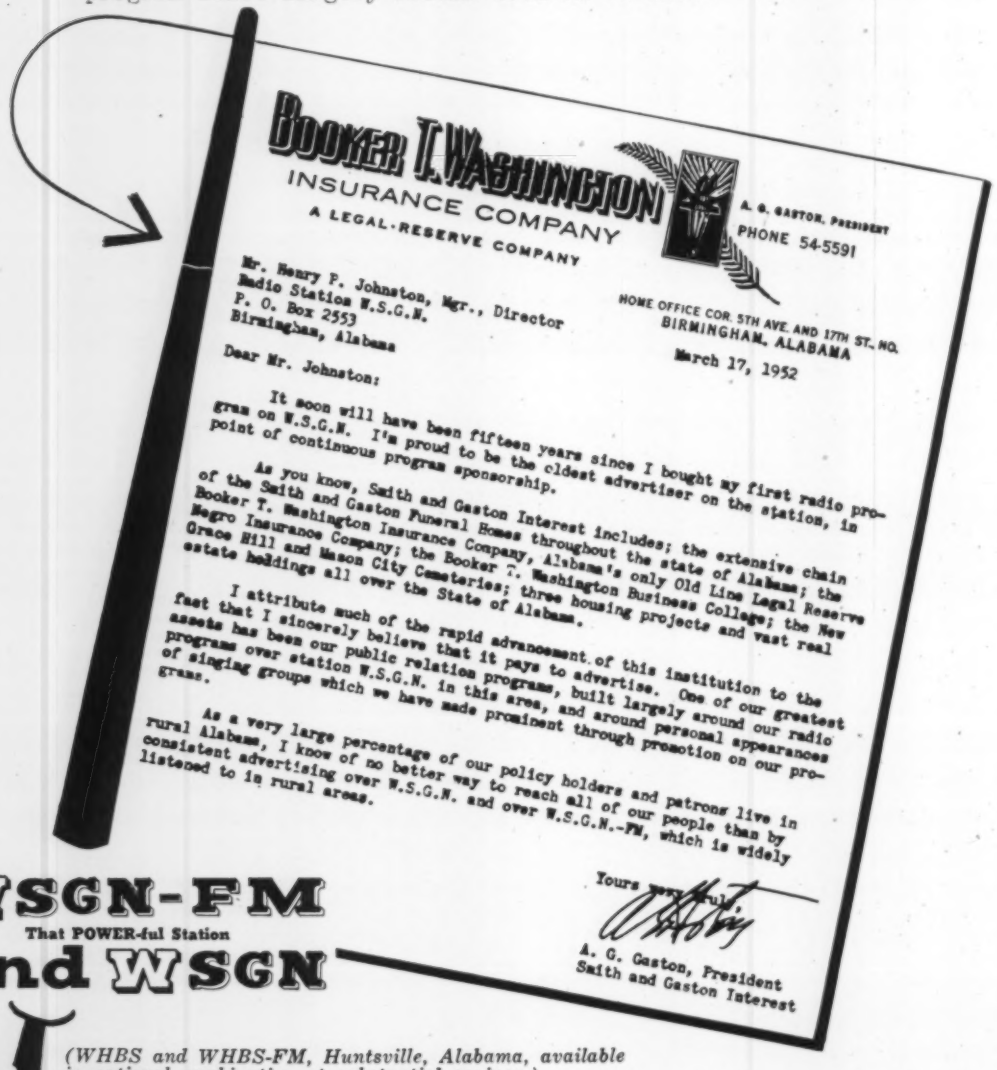
WASH. STATE CLINIC

Set for Friday, Saturday

WASHINGTON State Assn. of Broadcasters is to hold its WSAB Sales Clinic and annual spring meeting this Friday and Saturday at Pullman, Wash.

Among those listed as speakers for the clinic are Kevin Sweeney, vice president, BAB; Joe Ward, general manager, Advertising Research Bureau Inc., and Maurice Mitchell, Associated Program Service. BAB has scheduled a program clinic in Seattle Friday, and WSAB hopes that William Ryan, BAB president, will speak before the gathering, either Friday or Saturday. Expected to be on hand is Jim Cox, West Coast representative for BMI, which also is holding clinics in the northwest region.

"one of our greatest assets...public relations program built largely around WSGN and WSGN-FM"


BOOKER T. WASHINGTON
INSURANCE COMPANY
A LEGAL-RESERVE COMPANY
A. G. GASTON, PRESIDENT
PHONE 54-5591
HOME OFFICE COR. 5TH AVE. AND 17TH ST. NO.
BIRMINGHAM, ALABAMA

Mr. Henry P. Johnston, Mgr., Director
Radio Station W.S.G.N.
P. O. Box 2553
Birmingham, Alabama

March 17, 1952

Dear Mr. Johnston:

It soon will have been fifteen years since I bought my first radio program on W.S.G.N. I'm proud to be the oldest advertiser on the station, in point of continuous program sponsorship.

As you know, Smith and Gaston Interest includes; the extensive chain of the Smith and Gaston Funeral Homes throughout the state of Alabama; the Booker T. Washington Insurance Company, Alabama's only Old Line Legal Reserve Negro Insurance Company; the Booker T. Washington Business College; the New Grace Hill and Mason City Cemeteries; three housing projects and vast real estate holdings all over the State of Alabama.

I attribute much of the rapid advancement of this institution to the fact that I sincerely believe that it pays to advertise. One of our greatest assets has been our public relation programs, built largely around our radio programs over station W.S.G.N. in this area, and around personal appearances of singing groups which we have made prominent through promotion on our programs.

As a very large percentage of our policy holders and patrons live in rural Alabama, I know of no better way to reach all of our people than by consistent advertising over W.S.G.N. and over W.S.G.N.-FM, which is widely listened to in rural areas.

Yours very truly,

A. G. Gaston, President
Smith and Gaston Interest

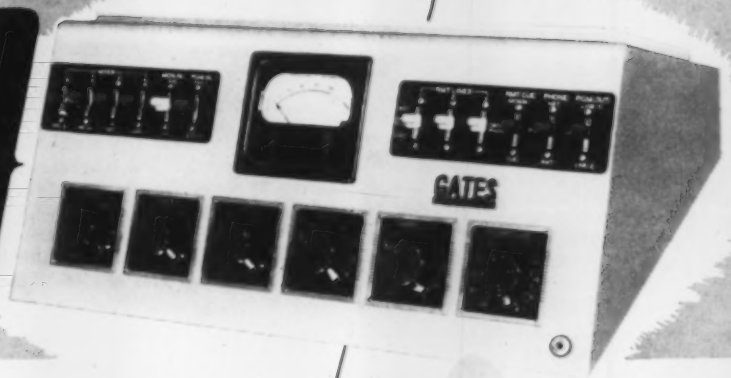
WSGN-FM
That POWER-ful Station
and WSGN

(WHBS and WHBS-FM, Huntsville, Alabama, available in optional combination at substantial savings.)

WSGN is affiliated with ABC and is the key station for the Alabama Broadcasting System.

Up to the Job!

1. Complete facilities for Smaller Stations
2. Adaptable for more Comprehensive Installations



The GATES 52-CS Studioette is ideally suited for smaller stations because it provides complete studio operation for present AM, FM and TV service — yet is often incorporated into a larger master control type of installation.

In design and construction, the GATES 52-CS Studioette is modern in every respect. At modest cost, it possesses many features usually found in only the most comprehensive and expensive consoles and is intended for service where fidelity, noise and distortion requirements are exacting.

facilities

The 52-CS **Studioette** provides four mixing channels, two for microphone service and two for turntables. Both turntable channels are provided with cue attenuators so that turntables, network or remote lines may be connected to an external cueing amplifier where desired. The **Studioette** will accommodate three remote lines with complete override and cue facilities.

Four amplifiers are provided; two 2-stage preamplifiers, one 4-stage high gain program amplifier and one 3-stage, 50 Db. gain, monitoring amplifier. Power supply is self-contained.

the Gates 52-CS STUDIOETTE

For AM, FM, TV Studio applications. Also recommended for recording studio use and as high quality control unit for public address and centralized radio installations.

Response—Plus or minus 1½ Db., 30-15,000 cycles.
Distortion—Program circuit including preamplifiers, less than 1% from 50 - 15,000 cycles. Monitoring amplifier, 2% or less at 4 watts output, 50 to 15,000 cycles.
Noise—Program circuit overall 65 Db. below plus 8 Dbm.

Outstanding Features

- Same high quality components as in all GATES speech equipment.
- Input transformers have multiple mu-metal shields.
- All transformers impregnated and moisture sealed.
- Shock mounted tubes in preamplifiers and first stage high level amplifier.
- Self contained power supply.
- Attractive steel cabinet tilts back for changing tubes, cleaning attenuators and reaching terminal strips.
- Under-chassis wiring quickly exposed by removing top.
- Large, illuminated 4" VU meter.

GATES

Write today for GATES SPEECH INPUT CATALOG where the functional block diagram and complete specifications of the GATES 52-CS Studioette will better acquaint you with the complete facilities provided in this versatile, yet inexpensive, speech input equipment.

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
MANUFACTURING ENGINEERS SINCE 1922
2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

BASEBALL WIRES

Majors' Service Maintained

WESTERN UNION strike did not affect baseball game reconstruction service to stations and networks so far as major league play was concerned, but wired reports of minor league games were halted completely by the line tie-up, company spokesmen said last week.

It was reported that supervisory personnel and, in some cases, non-union women telegraphers had coupled with sportswriters at baseball fields to feed play-by-play descriptions to radio outlets. Caught in some instances without any workers of its own, Western Union was understood to have resorted to its arch rival, telephone, to fulfill its sports services, with result that even news copy was being "wired" from baseball parks by the end of last week when service was restored to 1,104 cities throughout the nation.

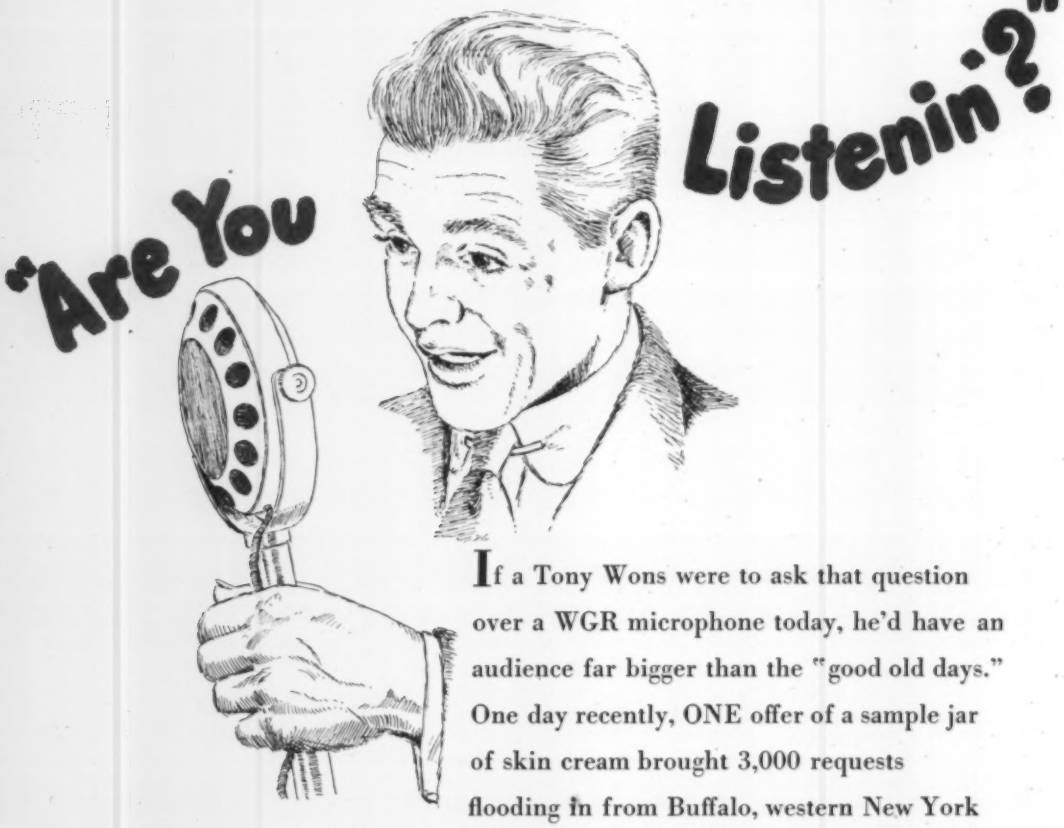
$100 JACKPOT for best guess among 149 media men in 14 states on arrival time of first ship to pass through ice-clogged Duluth Harbor into Great Lakes goes to Clifford E. Bolgard (seated), media director at Sherman & Marquette Adv., Chicago, from John Erickson (right) of Free & Peters, same city, station representative for WDSM Duluth. Station also conducted a local promotion, counting 50,000 entries from the public for $500 in cash prizes and $1,500 in merchandise. Other Free & Peters Chicago radio salesmen are (l to r) Art Bagge, Dean Milburn and Ray Neihengen.

NEW YORK ADWOMEN

Contest Winners Announced

WINNERS in the 23d annual advertising course conducted by Advertising Women of New York were presented $100 and $50 defense bonds as first and honorable mention prizes at New York's Waldorf-Astoria last Monday. Helen Berg, AWNY president, made the presentations.

Winners include: Carol Brock, hostess editor of *Good Housekeeping* magazine, first prize in merchandising, and Dee Standfield, advertising department, Johnson Pub. Co., New York, who tied with Mrs. Brock for first place in public relations and publicity; Marie Wiley, Yachting Pub. Co., New York, tied for first prize in copywriting, and won honorable mention in public relations and publicity; Phyllis Levey, Esquire Socks, New York, tied with Miss Wiley in copywriting; Vee Hoover, Bellinger-Davis Travel Service, New York, first in art and layout; and Nancy Lee Hicks of Time Inc., New York, and Margo Hughes of Johnson Pub. Co. were awarded honorable mentions in merchandising.



If a Tony Wons were to ask that question over a WGR microphone today, he'd have an audience far bigger than the "good old days." One day recently, ONE offer of a sample jar of skin cream brought 3,000 requests flooding in from Buffalo, western New York and Pennsylvania and from our Canadian listeners across the river.

Yes, WGR means **We Get Results!**

CBS Radio Network

WGR 55

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

NIELSEN-SAMS

To Make Separate Surveys

A. C. NIELSEN CO. and Standard Audit & Measurement Services last week were proceeding with individual station and network coverage survey projects, following failure of attempts toward a merger of the two audience measurement services.

Announcing that it had proved impossible to work out an agreement between Nielsen and SAMS, A. C. Nielsen, president of his company, said Monday that "Negotiations have been discontinued and we are proceeding at full speed and with all the resources of our organization to produce—for the benefit of the radio and television industries—the most accurate, impartial and useful coverage service ever developed."

BMB Is Praised

Praising BMB as "a well executed pioneer effort," Mr. Nielsen declared that the seven years since BMB's first survey show that a "vastly improved technique" is needed today to give stations measurements which will do them full justice. The problems which existed "even in the old days" have been "greatly magnified by the growth of television," he averred.

Without entering into the respective merits of the two systems of audience measurement used by the two organizations, industry observers noted that Nielsen's use of a probability sample and personal interviews will give results quite different from those obtained by Standard through a quota sample and a mail ballot. Fear was expressed that attention of the buyers as well as the sellers of broadcast time would be focused on the differences in individual network or station coverage data as reported by the two measuring services, rather than on the up-to-date picture of today's radio and TV station and network audiences both services are designed to produce.

KBIG announces the appointment of

ROBERT MEEKER & ASSOCIATES, Inc.

as exclusive national representatives

And what does that mean to you? It means, if you're an advertiser intent on selling Southern California, a new, easy, low-cost way to get what you want:

BUY KBIG, Giant Economy Package of Southern California Radio, directing 10,000 watts of sealed-beam power over the Great Salt Water Route to cover Southern California like the sky

THROUGH MEEKER, Always-Where-You-Need-Them-Most Station Representatives, with offices in New York, Chicago, Philadelphia, San Francisco, Los Angeles.

New York Chicago Philadelphia
San Francisco and Los Angeles.

When You Think Southern California, Think BIG (5,000,000 people)
When You Think BIG, Think K-BIG (10,000 Watts—740 kc.)
When You Think K-BIG, Think MEEKER (other end of your phone)

★ remember **KBIG** and **MEEKER**

a complete coverage combination for Southern California

The long TV "freeze" is over at last!

And now that FCC is opening the floodgates, preparing to expand TV, you can begin to see where you might fit into the TV picture.

Whatever you decide to do about TV, it goes without saying that it should be based on the latest and most accurate information about what's happening in the TV and associated fields.

For the last 7½ years, nearly all top executives in the broadcasting, telecasting and allied fields have been reading Martin Codel's weekly TELEVISION DIGEST and utilizing its various services. Perhaps it's time for you to start doing so, too.

We want you to test the usefulness of TELEVISION DIGEST without committing yourself to any long-term obligation—hence this offer to send you our full TV Services for the next 13 weeks for only $18. Regular rate is $100 per year—and our current semi-annual Factbook plus FCC's Final Allocation Report, which you will get as part of this trial offer, would cost $10 if purchased separately.

Use the convenient order form below. We'll start service the very day it reaches our office.

USE THIS HANDY ORDER FORM

Television Digest
Wyatt Building
Washington 5, D. C.

Please send me the full TV Services* of TELEVISION DIGEST for next 13 weeks at your Special Introductory Rate of $18 [Regular rate: $100 per year]. Address the Reports to:

Name.....

Company.....

Address.....

City..... Zone..... State.....

☐ $18 check enclosed ☐ bill company ☐ bill me

* Includes Weekly Newsletter, plus TV Factbook No. 14 with Weekly Addenda to date, plus all Supplements and Reports pertaining to TV (including 243-page end-of-freeze TV Allocation Report).

Full Text of
FCC's FINAL ALLOCATION REPORT
Included With This Offer

B

NEWS RIGHTS

House Rules Clarification To Be Asked—Bormann

MEMBERS of the National Assn. of Radio News Directors will strive in the 83d Congress for a clarification of House rules spelling out rights of radio-TV reporters in covering Congressional proceedings, NARND President Jim Bormann, WCCO Minneapolis, promised last week.

Mr. Bormann also said the association will work closely with the American Bar Assn. to set up a "code of decorum" for radio and video coverage of legal trials and legislative hearings.

NARND objectives were outlined by Mr. Bormann in a talk prepared for delivery during a session of Ohio State U.'s 22d Institute for Education by Radio-Television at Columbus last Saturday. The WCCO news and public affairs director was to serve as chairman for a panel discussion of "New Techniques in Presentation of News by Radio and Television."

Mr. Bormann decried the House ban on radio-TV coverage and a resolution adopted by ABA's House of Delegates recommending legislation to prohibit similar reporting of trials and hearings.

These twin developments, he asserted, "constitute a serious transgression of the people's right to know what their government and their courts are doing" and are aimed at restricting full access to the news. He described the actions as a "cause of serious concern" to radio-TV newsmen and declared NARND will "resist" them.

NARND members will seek clarification early next year, in view of early adjournment of the 82d Congress, in hope of spelling out rights of reporters to use their "tools of trade freely, but with discretion." They also plan to devise a code with ABA assistance that would "modify the obtrusive features" of full radio-TV coverage "without extinguishing the people's right to be fully informed."

Role of news coverage as a factor in successful station operation and public relations was explored by Charles Day, WGAR Cleveland, during that session. He cited "tremendous growth" of stations since World War II and noted that many, particularly in smaller areas, geared their operation to good news coverage. Adequate news operation automatically solves public relations problems, he added.

"Better friendships mean a deeper understanding of what the community problems are and enable a station to put its shoulder to the wheel in common with people and organizations—civic, fraternal or educational," he asserted.

Other panel members scheduled were John Shelley, WHO Des Moines, and James Byron, WBAP-TV Forth Worth, on news and special events coverage for radio and TV, respectively.

Strictly Business

(Continued from page 20)

part of the Mutual network. Col. Davies again left WIP, when called back as a reserve officer in World War II, serving as lieutenant colonel in the counter-propaganda section of the infantry.

Col. Davies started his own business as radio and television consultant in 1946. A year later he organized the Edward Davies Assoc., television spot producer. One television film he produced was Musselman's Apple Products. This commercial, made in 1949 with Pennsylvania Dutch characters and dialect, is still in use. The O-Cel-O Mop film, made two years ago, also is still on television. Other films include Valley Forge Beer and American Floor Covering Co.

When the Television Assoc. of Philadelphia was formed in 1951, Col. Davies was an originator and was its president last year. The group, starting with 20, now has 110 members. He is board chairman.

Col. Davies' new appointment with DeFrenes Co. became effective April 1. The firm has made film for 36 years and is the oldest in Philadelphia. Some DeFrenes accounts are RCA air-conditioning, Sylvan Seal milk, Good and Plenty candy, Old Reading beer, Drexel furniture, Philadelphia Saving Fund Society and Rival food.

Three awards were made by the Navy for motion pictures produced by the DeFrenes Co. in 1950.

Col. Davies believes now that "the freeze on TV stations is lifted, the new independent stations will have to rely on the film companies for their program needs, since it will be ecomonically impractical for the stations to use live talent and produce their own shows. The cost of film will be negligible compared to production of live shows, and as the number of television stations increases, the cost should go down."

Col. Davies married the former Thelma Melrose, who was a member of the Philadelphia Civic Opera Co. His hobbies include gardening and caring for his seashore home in Beach Haven, N. J. Col. Davies is also the originator of the Island Arts and Science Club in Beach Haven and is a member of the Poor Richard Club.

GIFT OF WDET

Accepted by Wayne U.

DETROIT Board of Education, acting on behalf of Wayne U., has formally accepted WDET (FM) Detroit as a gift from the UAW-CIO [B•T, April 7].

Without conditions, the land, tower, transmitter, studio building and equipment were given free and clear to the university. Total evaluation was estimated at $125,000. Dr. Paul B. Rickard, head of the university radio-TV department, will manage the station.

HEAVY

It isn't often that just three figures

can pack such a sales wallop as these Hooperatings on the WGBI audience: 56.6 in the morning . . . 59.0 in the afternoon . . . 72.0 in the evening.* These ratings—*which set a record for all CBS stations*—become even more impressive in view of the extremely high sets-in-use percentages in all three time segments!

This remarkably heavy listening occurs in Scranton, which is situated in the Scranton-Wilkes-Barre market where WGBI is the favorite station among 694,000 people who are eager to listen and able to buy. And there's also a bonus from Hazleton, where WGBI has the largest share of listeners in some time periods in the Wilkes-Barre-Hazleton area.**

In fact, the only things that's *low* at WGBI is the rate structure . . . which warrants calling your John Blair man *today!*

*Figures from Hooper Scranton Radio Audience Index, March-April 1951.
**Figures from the Pulse of Wilkes-Barre-Hazleton, November 12-16, 1951.

WGBI

Mrs. M. E. Megargee, President • George D. Coleman, General Manager

CBS Affiliate • 910 KC • 1000 Watts Day • 500 Watts Night

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

ABC-UPT MERGER

Gordon Brown Opposes

OPPOSITION to the proposed ABC and United Paramount Theatres merger was voiced during the FCC hearings last week by Gordon Brown, owner of WSAY Rochester, who appeared as a public witness [B•T, April 14]. Mr. Brown has been an enemy of radio networks ever since he and ABC disagreed on the network's rate practices several years ago.

Also testifying were Harold M. Wheelahan, general manager of WSMB New Orleans, and Paul Raibourn, Paramount Pictures vice president in charge of television.

Today (Monday) Leonard H. Goldenson, UPT president, and Robert B. Wilby, UPT director, are scheduled to return for cross-examination by the FCC. Wednesday Barney Balaban, president of Paramount Pictures, is slated to appear, and A. H. Blank, UPT director, will probably be cross-examined a week from today.

Mr. Brown last week predicted that instead of increasing network competition—as ABC President Robert E. Kintner said would happen if ABC merged with UPT—there would be less competition between networks. He said that Mutual and Liberty networks, now behind ABC on the competitive ladder, would be left even farther back if ABC were allowed to zoom ahead with the aid of UPT's resources.

Mr. Brown claimed that the merger of ABC and UPT looked, to him, like the merger of two monopolistic groups into a much larger group.

He is concerned about the merger of ABC with a motion picture distributing company because he fears feature films—which might otherwise be used by the independent station owner for pay-as-you-see TV—will be used by the network adjunct of the ABC-UPT combination for network programming.

Mr. Brown said he thinks pay-as-you-see television will be the salvation of independent TV outlets, asserting that cost of programming cannot be met by advertisers.

Mr. Wheelahan appeared Tuesday afternoon and spent most of his time under direct examination. Major portion of his testimony concerned WSMB programming and public service record. WSMB is now owned by City Stores Mercantile Co. and United Paramount-Richards Theatres. What is sought is Commission approval of transfer of control from E. V. Richards Jr. to UPT.

Mr. Raibourn, who appeared the last half of the week, underwent a gruelling cross-examination from FCC counsel Arthur Gladstone.

Mr. Gladstone is a Commission attorney regularly assigned to the Common Carrier Bureau but "drafted" by Frederick W. Ford, chief of the FCC Hearing Division.

He seemed to be trying to establish a basis to prove that Paramount Pictures attempted to hold back television development by control of certain electronic devices, through its relationship with Scophony Corp. of America. SCA controlled rights to certain electronic developments, principally large-screen theatre TV. Paramount Pictures at one time was a 25% owner of Scophony with General Precision Equipment Corp. also holding 25%. The other half of SCA was owned by British interests.

WJBK GRANT

Gets 1500 kc, 10 kw

WJBK Detroit got FCC approval last Wednesday to increase its power and change its frequency from 250 w, 1490 kc, to 10 kw day, 5 kw night, on 1500 kc with directional antenna [B•T, April 14].

Cost of the project will total $259,535.

Simultaneously, two other applications contingent on the WJBK frequency shift and power boost were approved by the Commission. WABJ Adrian, Mich., got a CP to change from 1500 kc to 1490 kc, and from daytime to fulltime operation. And WMRN Marion, Ohio, got permission to install a new antenna and ground system and make other changes; however, it keeps its present frequency of 1490 kc with 250 w fulltime.

Last fall FCC Hearing Examiner Fanny Litvin issued an initial decision looking toward the grant of WJBK's application and the other two dependent applications, but the FCC Broadcast Bureau subsequently submitted objections to the proposed findings.

In its final decision, the Commission ordered that WJBK would have to construct a two-element directional array to determine the effect of a powerline, which is nearby the transmitter site, upon the pattern.

If these tests are satisfactory, WJBK can go ahead and build the proposed eight-element array. WJBK plans to build towers from hollow tubing, running the wires inside the tubing to the warning lights. In addition, all transmission lines and couplings are to be buried underground to insure a true pattern.

With the power increase, the Fort Industry Station will serve 7,980 more people than it does now during the day, and 1,197,344 more at night.

WABJ Adrian, operating full-time, will provide the first night-time primary service to its area. The change in WMRN Marion's antenna will cover 98½% of Marion at night instead of 85% of the city its present nighttime coverage. The increased area includes 8,192 persons daytime and 4,873 persons nighttime.

NEW rate card has been issued at WHAS Louisville, Ky., effective May 15, according to Neil Cline, sales director at the station. Card provides new time bracket from 6 to 7 a.m. with A and B Class unchanged.

IN SYRACUSE . . . TELEVISION SUPPLEMENTS RADIO

...Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request). Here are the results:

Survey	Date	Number of Homes Called	Number of TV Homes	TV Homes Only, Average Hours per Day	
				Radio	Television
No. 1	Oct. 51	763	493	2.90	4.50
No. 2	Dec. '51	704	493	3.24	4.76
Combined		1467	986	3.07	4.52

The Survey Also Showed:

1. An average of 2.4 radios per TV home.
2. 61 radios purchased *after* the homes had television.
3. Average of 4.4 hours per day of radio listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

The combined radio-listening and TV-viewing time of 7.59 hours per day proves that TV has *not* replaced radio—merely *supplements* it as a source of information and entertainment.

Another Significant Fact...
WSYR BLANKETS RICH CENTRAL NEW YORK

WSYR SYRACUSE 570 KC

NBC Affiliate. WSYR-AM-FM-TV...the Only Complete Broadcast Institution in Central New York. Headley-Reed, National Representative.

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE — NUMBER 30 OF A SERIES

FOR YOUR INFORMATION:

U.S. oil men found more new oil in 1951 than ever before in any one-year period in history, but they had to buck big odds and invest vast sums of money to do it.

They drilled nearly 45,000 new wells in 1951 (another all-time record), and spent more than two billion dollars in their ceaseless search for new oil reserves. The result was more than five billion barrels of new oil for the wings and wheels of America.

Indicative of both the odds and the costliness of the great quest for liquid petroleum, however, is the fact that 16,500 of the 45,000 wells turned out to be nothing but dry holes – holes which represented a loss of time, labor and capital.

Much of 1951's two billion dollar investment went down the drain in this fashion, but for oil men and for America there is no alternative.

Only a drill will determine whether a well will be a producer or a dry hole, and oil men must drill thousands of them to expand known fields and to bring in new fields.

The chances of finding oil in commercial quantities in an area where it never has been found before are long and hard. The basic odds are eight to one against success; the chances of bringing in a field with an ultimate recovery of a million barrels or more are 43 to one; the odds against finding a field that will yield 50 million barrels or more are 966 to one.

Even if an oil man is lucky enough to beat these odds and bring in a well, here are some additional facts which must be considered: one million barrels of oil is equivalent to only four hours' supply for the United States; 50 million barrels is enough for only eight days' supply.

Last year, oil men drilled 6,189 new-field exploratory wildcats and of these 5,505 were dry holes. Since their average cost is $90,000 or more, it is readily apparent why the search for oil is both hazardous and expensive.

Finding oil is only part of what it takes to keep the family car rolling, and to fill other demands for petroleum products. Year after year, oil men plow back into their business more than 50 cents out of every dollar earned. This plowing back, which was the biggest in history in 1951, helped oil men to set new crude supply records, and enabled them to add new refinery capacity, new transportation and marketing facilities, and to expand their operations extensively to keep pace with consumer demand.

Planning, foresight, private enterprise and competition make such feats possible.

Edwin W. Esmay

Edwin W. Esmay, Acting Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

Legal Scientific Opinion Divided

(Continued from page 25)

get a grant or be heard in comparative hearings.

But, a serious and vehement minority of the several dozen Washington practitioners contacted by BROADCASTING • TELECASTING during the week dissented sharply from this attitude.

"The FCC decision is one of the lowest points in the history of radio regulation," declared one attorney noted for the pithiness of his observations.

"From an engineering or an economic point of view, this is ludicrous," said a well-known consulting engineer.

Composite of opposition views run the gamut. Some of these views are as follows:

- **The primary purpose seems to be to establish a system of TV allocations to deprive applicants and licensees of their rights as set forth in the Communications Act. For example, there is nothing in the final TV report regarding protection to stations against interference, nothing about service, no penalties against non-use of a channel.**
- **The Commission has abdicated its responsibility for choosing between applicants on the basis of demand. It has instituted in place thereof a "mumbo-jumbo" of separations, etc. The document withdraws from the FCC the responsibility of deciding between conflicting applications on the basis of service and equitable distribution, etc.**
- **Separation criteria are too rigid. For example, Jackson, Miss., is 218 miles from Pensacola, Fla., which is assigned VHF Channel 3. Therefore, Jackson cannot have the same VHF channel. Yet, had the FCC started drawing up its assignments from west to east, instead of vice versa, Jackson would have had Channel 3 and Pensacola would not. Thus, an accident of drafting decided the assignment. Even with the Commission's avowal of the rigidity of its minimum separations, it does not adhere strictly to them.**
- **Monopoly now existing in one and two-station markets is perpetuated. Desirability of VHF is enhanced through the extra-wide coverage it is permitted and the scarcity of such channels in key markets. Fact that in most major cities there are less than four VHF channels means that TV is doomed to be a two-network service. Such cities as these have less than four VHF: Atlanta, Miami, Baltimore, Cleveland, Cincinnati, Detroit, Indianapolis, New Orleans, Kansas City, St. Louis, Buffalo, Portland, Ore., Memphis, Nashville, Houston, Richmond, Norfolk, Seattle, Spokane.**
- **Educational reservations, particularly where a VHF frequencies are involved, are an abortion. In many of the largest markets, change of reservation to UHF would permit the establishment of four VHF assignments, foster four competitive networks.**
- **Attempt to consider UHF as good as VHF—or that some day soon it will be—is merest fiction. UHF will cost more money to get less coverage than VHF.**
- **Channel-by-channel procedure is a "monstrosity." Already there is talk of "meetings" among applicants. Failing something like that, applicants in each city will be engaged in a "rat race."**
- **Plan does not give TV service to the people, it indicates where there is not any service. There is no requirement for protection. Therefore, station operators will never know who they are covering and how much territory. Coverage will depend on power and antenna heights of co-channel and adjacent channel stations, not on individual stations.**
- **Third Notice set up five priorities, never said anything about zones, 220-mile separations in Gulf areas, combination of facilities and city spacings. Therefore, the final report makes a "mockery" of administrative procedure rules.**
- **When shown how to avoid intermixture evils, Commission blithely ignored recommendation. For example, Madison, Wis., commercial operators asked that lone VHF channel be made educational, three UHF channels commercial. But Commission refused to budge.**
- **Decision flouts Sec. 307(b) of the Communications Act, dealing with equitable distribution of frequencies to various cities and states. How can anyone economically establish UHF in New Jersey, when that state will be blanketed with VHF signals from New York and Philadelphia TV stations?**

Only formal action during past week was a directive to the Federal Communications Bar Assn. Committee on Practice and Procedure to study the document, report recommendations to the FCBA executive committee.

It is believed that such a report will be ready in about two weeks.

FCBA Practice and Procedure Committee is chairmanned by William J. Dempsey, includes also Thomas W. Wilson (Dow, Lohnes & Albertson), Robert M. Booth Jr. (Bingham, Collins, Porter & Kistler), James A. McKenna Jr., W. Theodore Pierson, Henry G. Fischer.

Whole long procedure last fall of filing comments, counter comments, pleadings was a pure waste of time in the view of those opposing the Commission's final TV report.

In fact, one law firm in Washington is chortling over its prescience: It advised its clients not to file anything on the ground that the expense and time involved was not worth the minute chance of changing the Commission's mind.

Many observers were certain that the three-and-a-half year freeze was totally unnecessary (see editorial, *Four Wasted Years?*, B•T, April 14). They feel the same results could have been accomplished without putting TV on a siding for that length of time.

Attitude Dates From 1948

Opponents of the document rallied round Comr. Robert F. Jones and his bitter dissent. They pointed out that his dissent was predicated on previous expressions of his attitude—going back as far as 1948 when he opposed the Commission's action denying the Yankee Network the right to apply for a Hartford, Conn., channel for Bridgeport, Conn.

The Commission at that time ruled that Yankee Network would have to petition for rule-making procedure in order to change a channel from Hartford to Bridgeport. When Yankee did so, it turned the New England radio chain down.

They emphasized that he iterated the same viewpoint in the Third Notice last year [B•T, March 26, 1951]. In that case, Comr. Jones referred to his previous stand that a fixed allocation was illegal and improper.

When the Commission asserted its right to make a fixed allocation last year, after FCBA had attacked the legality of the proposal, Comr. Jones maintained the same position, they pointed out.

Essence of Comr. Jones dissent is this, according to his friends: The Commission cannot prejudge application proceedings on an abstract basis without considering the differences in terrain, size of cities, trading areas, cultural areas —all of which are different for each city in the country.

General attitude of those opposing the Commission's final report is that it is not necessary to accept it as a *fait accompli*.

Since there will be no processing until July 1, they say, there is still time "for private enterprise to be released from the shackles and bonds of an abstract allocation plan which evades competitive hearings on applications and ignores the basic elements required to be decided between cities pursuant to Section 307 (b) of the Communications Act."

A proponent of the Commission's report disagreed with Comr. Jones' dissent in this manner:

Basically, he said, Comr. Jones disagrees with the FCC majority on two counts—legality of fixed allocations and separations.

Separations Can Be Reduced

Legality of fixed allocation may be a debatable question. It can never be finally decided until the courts have a chance to rule on it.

On separations, Comr. Jones' essential point is that they can be reduced. Such a move would, he averred, risk the unknowns of interference. It would eliminate the safety factor which the FCC put into its assignments for future years when more is known about propagation. Therefore, to reduce separations now is too great a risk.

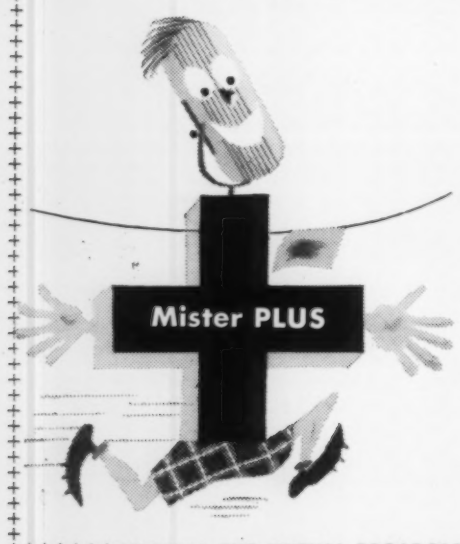
He also claimed that Comr. Jones compared median separations in the Commission's table of assignments to charge the FCC with inconsistency. But, cities do not arrange themselves evenly, he declared. Therefore, it would be impossible to equalize separations throughout the country. What the FCC has done has been to set up minimum separations, he pointed out.

N.Y. RADIO, TV CLUBS

Proposed Merger Protested

UNEXPECTED protests to the proposed merger of Radio Executives Club of New York and American Television Society led I. E. Showerman, REC president, Thursday to call a special post-season meeting of his organization for May 15, time and place still to be announced. Protests arose after mailing of ballots to REC and its members for vote on the merger [B•T, April 14], Mr. Showerman said.

Besides asking votes on the merger, endorsed by officers and boards of both organizations, letters request members to indicate preference of a name for the combined association, listing suggested names.



LOW HURDLE

A race occurs whenever ads
Are set in type or spoken.
The winner (properly in plaids)
Sees low-cost records broken.

If you would win this profit-race,
Watch Mister PLUS in action:
Per dollar spent, he's in first place
In audience reaction!

—the difference is MUTUAL!

FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N.Y.

NEW LIGHT on time-buying in Detroit...

The best time to drive a sales message HOME is between the hours of 6 P.M. and midnight. WWJ delivers more Detroit listeners* during those six impressionable hours — Monday through Friday — than any other station.

And WWJ's average cost-per-thousand nighttime listeners is 28% lower than the average cost-per-thousand for nighttime radio in Detroit.

So—If you've got something to sell, do a WWJ-sized job. Cover a market-place that sold over 4 billion dollars worth of goods in 1951 . . .

*based on Pulse ratings

FIRST IN DETROIT *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—590 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WCAU CENTER

Opening to Mark Anniversary

WCAU-AM-FM-TV Philadelphia will formally open its new radio-video center at dual ceremonies also celebrating WCAU's 30 years of radio broadcasting and four years of television programming. Date is to be set sometime in late May.

With major construction comstruction completed and installation of technical and office equipment proceeding on schedule, Donald W. Thornburgh, WCAU stations president-general manager, announced last week that the new center will be ready for the anniversary celebration.

WCAU is now located at 1622 Chestnut St., which, in 1931 when it was built, was reportedly the first building in the country constructed exclusively for radio.

Both buildings are a far cry from the small Market St. building where the station first went on the air in 1922.

The new center will boast 100,000 sq. ft. of floor space and is completely air-conditioned.

Ground floor of the new building will house an 80-seat cafeteria, dressing and make-up rooms, a printing and photography shop, heating, air-conditioning and power plants, storage, unassigned space and garage facilities for two mobile units and four cars or pickup trucks.

Second floor contains executive offices, sales and auditing offices and program and public relations departments.

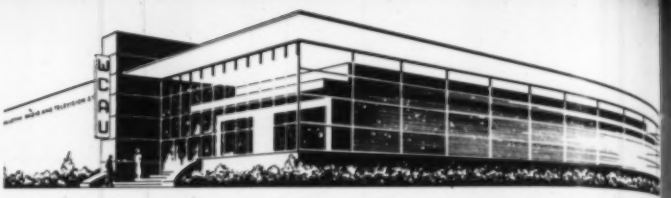
TV studios have been designed to meet all requirements for present and future techniques. The three studios are 60x80 ft. and two stories high with a clear height of 20 ft. A fourth studio, slightly smaller, will be available for programs or rehearsals.

Many improvements in client facilities have been incorporated in the new building. Each of the three TV studios has a client booth. Also there are two comfortably furnished, acoustically-treated conference-audition rooms, one adjacent to the TV sales department and the other next to radio sales. A third conference-audition room, for television production personnel, is located in the TV production department.

The auditioning rooms have adjoining booths with film and sound projection equipment. In addition, there will be a completely equipped commercial film department.

Mr. Thornburg commented, "WCAU's new building, which is the most complete radio and television center in the world, represents unlimited potential for radio and television broadcasting.

"WCAU has always been at the forefront in facilities, engineering and programming, and, as we start our 30th year, we stand prepared to meet any challenge the art of broadcasting may present."



Artist's conception of WCAU's new Radio-TV Center, located on the outskirts of the city.

DOMINICAN REPUBLIC

Opens New Radio Network

FIRST steps in the Dominican Republic's plans for expansion of its communications services have been completed with the opening of a country-wide radio network and will be supplemented in August by a TV station now under construction in Ciudad Trujillo, the capital, RCA Vice President Meade Brunet, managing director of the RCA International Div., has announced.

Both the radio network, known as La Voz Dominicana, and consisting of an AM and two shortwave stations in Ciudad Trujillo linked via VHF repeater stations with an AM outlet in Santiago, and the new TV station are equipped by RCA.

SHARE TRANSFERS

Sought by Canadian Outlets

SEVERAL Canadian stations are requesting share transfers at the May 16 meeting of the board of governors of the Canadian Broadcasting Corp. at the Chateau Frontenac Hotel, Quebec. Requesting transfers are CKRS Jonquiere, CKBW Bridgewater, CJLS Yarmouth, CFAR Flin Flon, CJBR Rimouski, CGNB Campbellton, CHNC New Carlisle. CHEX Peterborough, CKWS Kingston, CKLN Nelson, CKCK Regina and CJOB Winnipeg.

Recapitalization is being requested by CJBR Rimouski and transfer of license from individual licensee to incorporated company is being asked by CKOM Saskatoon and CHUB Nanaimo. Transfer of control in licensee companies is requested by CJNT Quebec, and CKXL Calgary. Emergency transmitter licenses are sought by CHLP Montreal and CJON St. John's, Newfoundland.

ABC Regional Meet

REGIONAL meeting of radio affiliates will be held by ABC at the Fort Worth Hotel, Fort Worth, on May 5, network spokesmen announced last week. About 70 persons representing radio stations in Arkansas, Louisiana, Oklahoma, Southern Kansas and Texas are expected to attend.

BAB SALES MEET

First Held in Hollywood

RADIO is far from being a "dead duck," Kevin B. Sweeney BAB vice president, assured some 70 Arizona and Southern California station operators and sales executives last Wednesday at a BAB clinic in Hollywood's Roosevelt Hotel. Clinic session for members only was first in a series of 42 to be held throughout the country.

In the comparison of increased radio set sales as against decreased newspaper circulation, he declared industry is growing 50 times as fast every year as newspapers. He referred to continued public demand for radio sets.

"Nearly 13 million new radio sets were sold in the United States last year and nine million were not replacements," he said. "There are 105 million sets in use in this country today."

Newspaper circulation is going down while that of radio is increasing daily, he continued, substantiating his statement with facts and figures.

The morning closed session was given over primarily to station managers who off the record aired their own specific sales problems with Mr. Sweeney and John F. Hardesty, BAB director of local promotion, joining in the general discussion. In giving station operators the current financial setup of BAB, Mr. Sweeney also told of new projects being readied for them. He cautioned stations to stick to their rate cards and not make "special deals."

BAB sales services were described by Messrs. Sweeney and Hardesty at the afternoon session.

Music Copyright

DECISION on action to be taken by Canadian broadcasters on music copyright problems will be made this Monday and Tuesday at a meeting of board of directors of Canadian Assn. of Broadcasters at Toronto. The CAB board will meet to hear the results of exhaustive and detailed studies of the copyright problem by legal counsel and CAB management. Among possible actions to be taken is a test case to prove legal right of Canadian Copyright Appeal Board to empower the Composers, Authors and Publishers Assn. of Canada (CAPAC), Canadian subsidiary of ASCAP to go through Canadian station books to arrive at a gross revenue figure on which to base fees for fiscal year [B•T, April 7].

GREENER FIELDS

Wherever Mister PLUS sows seeds
(Broadcasting them, of course)
His sponsors' crops are minus weeds;
"No-Waste" the rule in force.

"Ye shall sow on MBS
Just where ye want to reap!"
Flexibility? Heck, yes!
Time costs here? Dirt cheap!

— the difference is MUTUAL!

FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N.Y.

THE "FIVE ALARM FOLLIES"
sells more than fire prevention!

If you were a schoolchild in the busy, bustling Fort Wayne area, you'd recognize the Do-Funny Players as the stars of "Five Alarm Follies".. the WOWO-sponsored puppet performance that's traveling this Indiana school circuit with its remarkably effective message of fire prevention techniques.

Efforts like this, conceived and executed in the public's behalf, do much to keep WOWO in the minds and hearts of the 2 million people who make up its loyal audience. Folks here have learned to expect the best of this station, on the air and in the area.

That's why WOWO stays on top as one of America's great selling forces. That's why *you* should get the facts on WOWO's influence in this important 49-county market. Check with Paul Mills at WOWO or Free & Peters.

WOWO

FORT WAYNE
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
SERVING 25 MILLION

KYW · KDKA · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO—AMERICA'S GREAT ADVERTISING MEDIUM

THE LATEST WCKY STORY

WCKY HAS CINCINNATI'S

tremendous

OUT OF HOME AUDIENCE

IN THE JANUARY 1952 CINCINNATI OUT OF HOME PULSE

WCKY

IS IN FIRST PLACE *OR* SECOND PLACE

97.9%

OF THE QUARTER-HOURS FROM 7.00 AM TO 7.00 PM MONDAY THRU FRIDAY

on the air everywhere

24 hours a day 7 days a week

With Spring Here,
and Summer on the Way,

out of home listening will rise like the temperature. Sets in cars, portables at the beach and in the country, prove that radio is everywhere!

Here is a Small Sample of WCKY'S Out of Home Audience:

225,316 RADIO EQUIPPED CARS IN METROPOLITAN CINCINNATI ALONE.

ALSO

39.1% OF CINCINNATI HOMES HAVE PERSONS LISTENING ONCE OR MORE A DAY OUT OF HOME.

Get this big PLUS for your spring and summer schedule on WCKY

CALL COLLECT: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

XUM

editorial

McFarland Last Lap

WHEN CONGRESS reconvenes this week following its Easter recess, there will be the opportunity, for the first time since 1934, to write new substantive communications law.

The House Interstate and Foreign Commerce Committee has reported its own version of the McFarland bill (S 658) to rewrite the Communications Act of 1934. In most particulars, it conforms with the Senate bill drafted by the majority leader. But in the House draft are passages which, if enacted, would make broadcasting the most hazardous business extant.

These provisions would authorize the FCC to suspend station licenses for up to 90 days and to levy fines of $500 per day for each infraction of the law. There are no such provisions in the Senate bill, passed four times by the upper body. There's a "cease and desist" provision in both drafts, and that certainly is bad enough because of the tendency of government regulatory bodies to abuse their power.

Two other provisions in the House bill are hard to fathom. One is the failure to follow the Senate in eliminating the so-called "double jeopardy" clause. Under the existing law (which the Senate bill would remedy) any licensee adjudged guilty of attempting to monopolize radio communication in any way would be refused licenses, however remote its manufacturing or communications activities may be from its broadcast operations.

The other, a "sleeper," would put the FCC in the equipment brokerage business—or so it seems. It would allow an unsuccessful applicant for license renewal to condition the grant to the successful applicant upon purchase of the plant and equipment of the former licensee.

In at least one respect, the House committee has improved the Senate bill. That's the provision that would preclude the FCC from discriminating against applicants identified with other media "for the gathering and dissemination of information." That would apply to newspapers, motion picture companies or radio stations (seeking TV). It's a desirable and timely provision, particularly in the light of the thawing of the TV freeze.

The House leadership can steer the McFarland bill through the Rules Committee and through the chamber. Then there will be the opportunity by both Senate and House to appoint conferees and reconcile differences.

We hope Sen. McFarland, who toiled long and hard in drafting the original bill, will be named a Senate conferee. The chances then would be excellent for a safe and sane bill.

TV Evolution

THE Radio-Television Mfrs. Assn. has done a real service to television as well as to the public at large in presenting a comprehensive and factual report carrying out the Jerry Jordan investigation of the influence of TV on other entertainment forms.

It proves that, contrary to the fears of sports promoters and reactionary sociologists, television will not make us a nation of pop-eyed, indolent mutes unwilling to unfasten our gaze from the kinescope or to stir outside the living room to watch or participate in recreation.

It proves also that television does not spell economic ruin for the boxoffice; indeed the evidence is that for most other forms of entertainment television can promote, rather than retard, the gate.

It should receive special attention from the National Collegiate Athletic Assn. whose silly restrictions on the telecasting of college football look even sillier now that the full statistics are in.

Television isn't going to destroy any other recreation form that amuses people. There's no need to break up the college stadia for scrap or burn the fieldhouses. We doubt that many printing presses will be melted down to be remade into television antenna towers.

It's a big country, big enough to let TV in without crowding anything else out.

TV's Zero Hour

THE TV FREEZE is ended—on paper. From now until the Zero Hour July 1, when the waiting period ends, all eyes will be turned toward the FCC and the courts for any moves designed to enjoin the FCC's final allocations report, released a week ago today.

Lawyers are talking litigation. So are distraught applicants who futilely sought new VHF facilities in their markets. And those who had VHF facilities assigned only to see them deleted in the final report.

The FCC majority is confident that the courts will not enjoin the *entire* plan. It does not, however, exude the same confidence as to piecemeal quests for injunctive relief. It doubts whether any court, confronted with the issue of blocking nation-wide television, would issue a blanket injunction in effect re-freezing TV, after a four-year drought.

Comr. Robert F. Jones, in his hard-hitting dissent, has won over a lot of attorneys and engineers. They say it would be better to start over again with the Jones philosophy of applications based on supply and demand, rather than follow the FCC majority's "planned allocation." To do this, they contend, would save time in the long run.

There's doubtless considerable merit in the Jones plan. We said last week that it is a "lost cause." This is refuted by Jones proponents. They disagree with the FCC majority that the entire allocation cannot be enjoined. They insist it is a final order and is subject to court review.

In the furore over procedures, there's the tendency to lose sight of the most revolutionary and dangerous aspect of the thaw—the capitulation to the educators to the tune of 242 assignment "reservations."

Most schools function under the aegis of government—federal, state, local. Thus, the government, once removed, places itself in competition with private business. That is socialism.

Hearings are scheduled before special boards set up in New York and Pennsylvania on what to do about educational reservations to those states. Broadcasters should appear. They should blast the fallacy of noncommercial educational operation. They should recite the history of AM educational stations, which dwindled from 150 to a half-dozen before TV's advent. They should raise the question of government education competing with private enterprise which is ready and willing to supply all of the time needed to meet school requirements—time now being offered but which most schools eschew because they haven't the money to finance the programs or the will to produce them.

The politico-pedagogues already are talking about "semi-commercial" or "non-profit" operation. No member of the FCC—with the possible exception of the educators' darling, Comr. Frieda B. Hennock—has fallen for this hoax. But remember, a few months ago no one thought the FCC would tumble to those socialistic education reservations!

our respects to:

JOHN HUDSON POOLE

FOR the past four years one of the nation's outstanding UHF television enthusiasts has been developing experimental station KM2XAZ which operates on Channel 22, covering Los Angeles area from atop Mt. Wilson.

Besides directing early developments of UHF receivers and transmitters on the Pacific Coast he also played a prominent role in forming the national VHF-UHF Allocations Plan.

Now with his early faith all but justified as the broadcasting industry opens upon a nation-wide advance into the UHF spectrum he helped pioneer, the paradoxical John Hudson Poole shows his continued belief in AM by creating a brand new 10 kw daytimer—KBIG—to service Southern California on 740 kc.

Indicative of Mr. Poole's fresh approach to engineering problems, KBIG's transmitter is located at Avalon, on Santa Catalina Island, 20 miles off Southern California's populous coast. Station is scheduled to start operating in early May.

Mr. Poole claims "Sea water conducts radio waves over amazingly long distances, and the 10 kw AM transmitter will give 50 kw coverage of the mainland."

Born in Detroit on Feb. 2, 1917, Mr. Poole became a Californian 18 months later when his father, Col. John H. Poole, a West Pointer and career Army officer retired from service.

Early schooling was in Pasadena and Los Alamos, N. M. (later the home of the atom bomb), with two years in Gunnery School, Washington, Conn., earlier the alma mater of Robert Meeker. However, these two didn't meet until 15 years later when Robert Meeker Associates became KBIG's national representatives.

It was in school at Los Alamos that Mr. Poole was hard bitten by the radio bug. At 14 he became a ham operator. It remains his hobby today.

Graduating Gunnery School in 1937 Mr. Poole enrolled in University of California at Los Angeles, and about this time, also earned his FCC commercial radio telegraph operator's license. At this time he became imbued with a burning urge to channel his future into the electronics field. He left college in 1938 to enter R.C.A. Institutes in Chicago and completed a course in practical radio engineering.

By this time, young Mr. Poole held the highest licenses issued by FCC for all classes of radio station operation. He has kept them up to date by constant service and renewals.

Three months after Pearl Harbor, Mr. Poole

(Continued on page 90)

WOV

for "Cementing International Relations"

"... the New York multi-lingual station, faced with the dual competition from radio and television in the world's largest market ... jumped the gun on all of them by making its own unique niche in establishing direct relationship with the homeland in serving its 2,000,000 listeners. Here was ample testimony that radio has its place, and people with the know-how to maintain it."

VARIETY, April 9, 1952

AGAIN . . . for the fifth time . . . Variety honors WOV with its coveted Showmanagement Award. In accepting this Variety Award, and the challenge that goes with it, we give further impetus to a policy of public service in the belief that radio serves best when it serves listeners and sponsors alike.

Originators of *Audited Audiences*

WOV
NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

VOA FUNDS CUT

Hope for Senate Aid

DESPITE the critical reversal in the House, State Dept. authorities are hopeful that sharp cuts in the Voice of America program will be restored in the upper chamber.

The International Information Administration plans to appeal the House action when its officials appear before a Senate Appropriations subcommittee early in May.

Reasoning behind this hope is the belief of department authorities that the Voice has more friends on the Senate side—among them Sens. William Benton (D-Conn.) and Karl Mundt (R-S. D.)—and the knowledge that the broadcasting budget traditionally has fared better in the upper chamber.

The House, in effect, knocked out $36 million-plus for five new overseas shortwave stations and two seagoing transmitter projects (actually $20.5 million on the floor). Additionally, it chopped overall information funds from $133 million to $85.5 million.

Two May Suffer

IIA authorities said that if the cut is sustained, two of seven stations slated for completion this year would be unable to begin operation. Moreover, broadcasting funds would be slashed to provide for absorption of other operations, including proposed Japanese programming taken over from the Army. New language projects would be abandoned, too.

During House debate, it was the understanding that VOA funds would be cut back to fiscal '52 levels —or about $19.8 million. Thus, the actual amount would be substantially less than this sum.

The twin death blows were delivered in the lower body by Rep. Charles B. Brownson (R-Ind.) and Rep. Thomas B. Curtis (R-Mo.) whose amendments sparked a heated debate on the '53 budget.

Congressmen took pot shots at various phases of the information program, but the chief criticism was that VOA is not effective propaganda—say, like Radio Free Europe—and is too costly to the taxpayer. Content of programs also was savagely attacked. Confidence was expressed, however, in Dr. Wilson Compton, new IIA administrator, and in radio and other advisory committees.

On April 17 in a speech before the Southern Pine Assn. of New Orleans, La., Dr. Compton predicted that "if within a few years we are able to complete these powerful radio broadcasting and relay installations, we will be able to reach over 98% of the world's population. . . ." Failure to carry on a "vigorous offensive," he said, would "invite calamity."

But he added, perhaps wistfully: "Whatever Congress' final decision, we will get along. I am more interested in our doing a good job . . . than in complaining because it did not appropriate more." Dr. Compton's speech was prepared before the House wielded its big axe.

be..R-W*

Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

RADIO'S TOP

● AUDIENCES ● MARKETS ● PERSONALITIES

Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.

WKAP (a) 1000 W. ALLENTOWN, PA. 1320 KC.

WNAR (b) 500 W. NORRISTOWN, PA. 1110 KC.

WNR (b) 1000 W. BECKLEY, W. VA. 620 KC.

JOE RAHALL, PRESIDENT

National Representatives

(a) WEED & COMPANY ● (b) THE WALKER COMPANY

RAHALL STATIONS

front office

D. W. WHITING, assistant sales manager, KTTV (TV) Hollywood, named sales manager. He succeeds FRANK KING who transferred to KECA-TV Los Angeles in similar capacity. JOHN R. VRBA, KTTV promotion manager, named to newly created post of national sales manager.

JOHN ALTEMUS, CBS-TV Spot Sales, N. Y., to sales staff of WCAU-TV Philadelphia.

GEORGE W. CLARK, Chicago, station representative firm, appointed by WNAM Neenah-Menasha, Wis.

J. RUSSELL McELWEE Jr., salesman, WIS Columbia, S. C., named sales representative in North and South Carolina for that station, WSPA Spartansburg, S. C. and WIST Charlotte, N. C.

ALLEN PARR, program manager, CBS-TV, New York, transfers to Hollywood program department as business manager, effective early May.

MURRAY ROBERTS, Reiss Adv., N. Y., to sales staff, WWRL Woodside, N. Y.

L. D. GOOD, salesman, *Portland* (Ore.) *Oregonian*, to KPOJ there as account executive.

Mr. Gunzendorfer

Mr. Harris

MARION R. HARRIS, account executive, Don Lee Broadcasting System Hollywood, named manager, KGB San Diego, Calif. He succeeds WILT GUNZENDORFER who transfers to KHJ-TV Hollywood as manager of operations.

HENRY T. SJOGREN, divisional controller of NBC, and ROBERT R. COSNER, controller of Stewart-Warner Electric Division, elected to membership of National Controllers' Institute.

JOHN E. PEARSON Co., N. Y., appointed station representative for WAKE Greenville, S. C.

BRANHAM Co., station representative firm, moves Chicago office to 360 N. Michigan Ave.

LIBERTY BROADCASTING SYSTEM, Hollywood, moves to 6253 Hollywood Blvd. Telephone is Hudson 2-7471.

Personals . . .

KEITH KIGGINS, former ABC vice president and until recently half-owner of WIKK Erie, now living at La Jolla, Calif., where he plans to make his home. . . . JUNIE ZOLP, salesman, NBC-TV Chicago, elected president of NBC Athletic Assn., employes' social group. . . . DOROTHY LEWIS, coordinator of U. S. station relations for United Nations Radio, presented achievement plaque by New York alumnae chapter of Theta Sigma Phi, national fraternity for women in journalism.

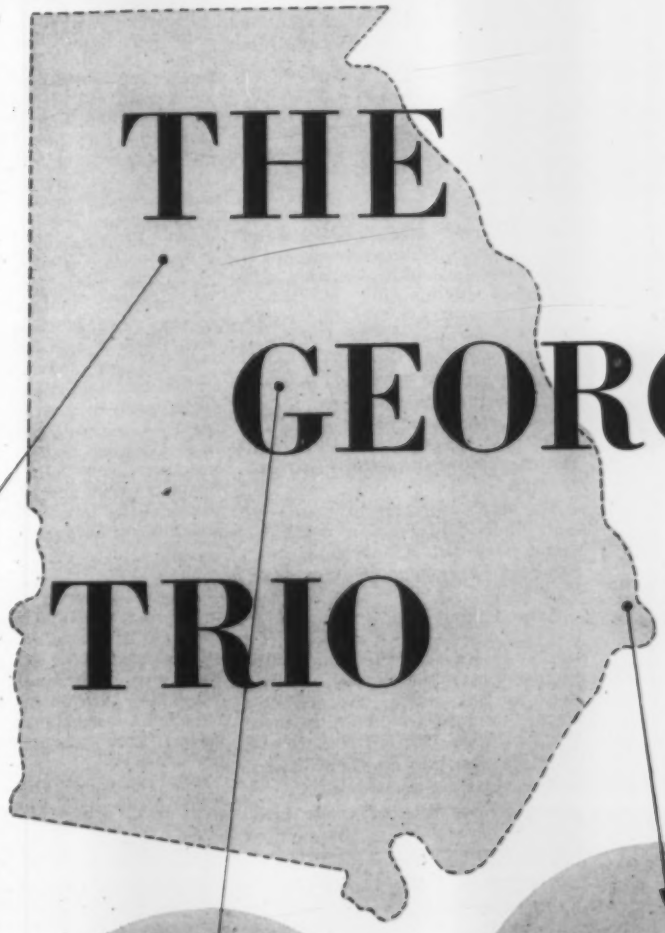
BENEDICT GIMBEL Jr., president-general manager, WIP Philadelphia, vacationing in Miami. . . . AUSTIN E. JOSCELYN, director of operations, CBS Radio, Hollywood, elected to board of directors of Hollywood Chamber of Commerce.

LOREN B. STONE, manager, KBRO Bremerton, Wash., elected chairman of Washington State Advertising Commission, public service agency created to advertise state's resources and recreational advantages. . . . WARD D. INGRIM, executive vice-president, Don Lee Broadcasting System, and DONN B. TATUM, director of television, ABC-TV Western Division, elected to board of directors of Hollywood Chamber of Commerce. . . . MORT SILVERMAN, general manager, WMRY New Orleans, appointed to members council and publicity committee of city's Chamber of Commerce.

JOHN F. PATT, president of WGAR Cleveland, WJR Detroit and KMPC Los Angeles, grandfather of boy, James Patt Thompson. . . . FLOYD FARR, general manager, KEEN San Jose, Calif., elected member of Santa Clara County Fair Assn. . . . JAMES D. SHOUSE, chairman of the board, Crosley Broadcasting Co., Cincinnati, named chairman of city's Summer Opera Assn. . . . WALTER HAASE, general manager, WDRC Hartford, appointed director of public relations for civilian defense group in Wethersfield, Conn. . . . DAN PARK, general sales manager of WIRE Indianapolis, named chairman of governor's radio committee for the Indiana Council of Children and Youth.

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



ATLANTA
WAGA
5000w 590kc
CBS

MACON
WMAZ
10,000w 940kc
CBS

SAVANNAH
WTOC
5000w 1290kc
CBS

the TRIO *offers advertisers at one low cost:*

• concentrated coverage • merchandising assistance •
listener loyalty built by local programming • dealer loyalties
. . . IN THREE MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

Eight Bells, All's Well

(Continued from page 29)

the value of radio advertising, rightly placed and rightly used, as Smith & Bull insisted, within a matter of three months. We had contracted for this time for a year. We were now ready to expand it.

Our next step was to be non-network time on the larger network stations. When one of these was approached, we were told that our business—finance—made us unacceptable as advertisers. A few loan companies had a number of years before fallen into disrepute. Their poor reputations were still remembered.

We might have had satisfactory results for the same dollars spent with small local independent stations who took no such stand. However, we felt strongly that public education was indicated. This seemed the place to begin.

A company loaning money with which to buy a stove is operating on the same business premise as the company which sells the stove. In order to stay in business, the stove merchant must have a mark-up sufficient to return a profit.

And for the same reason, a finance company must also have a markup on its merchandise, which is money. The one major difference is that the purchaser of the stove is usually not aware of the sum he pays over the dealer's cost. But when he borrows money to pay for that stove, he knows exactly what that money costs him because he pays a fixed and stated rate of interest.

The station manager accepted this logic the moment it was voiced with: "You know, I never thought of it that way before, but you're right."

With the time we bought and the continued careful policing of copy, it soon became evident that radio was a highly valuable advertising medium for a finance company. Others in this field began to follow us onto the air.

And that our copy was well thought out and effective was attested by the fact that some of our competitors picked it up verbatim with only change of name and address of the advertiser instead of ours.

The ship's bells, however, did remain individual since a maritime theme was not adaptable to the name of any company other than Seaboard.

After testing radio for a year in the Los Angeles area we began to work our way up the coast with extensive time purchased on stations in Bakersfield, Fresno, Modesto, San Jose, Oakland and then San Francisco. From there we expanded to Portland and Seattle and fanned out East and South.

In 1939 we sponsored our first program—the 8 p.m. news with Pat Bishop on KFI Los Angeles. The 15-minute program was introduced with the by then familiar ship's bells and theme line "Eight bells and all is well."

At about the same time, we also contracted for an 8 a.m. newscast on KMPC Los Angeles, with Frank Hemingway at the microphone. And as the "eight bells" reached even the newsboy level of penetration with a program aimed primarily at adult audiences, Mr. Hemingway's imitations a few years later of such war criminals as Hitler, Mussolini and Hirohito, became subjects for popular imitations among news carriers of all ages, both literally and figuratively.

Our third sponsored newscast series was over KSFO San Francisco, with Brooke Temple reporting 15 minutes of news at 8 o'clock each morning and evening. These programs were followed by others, Seaboard Finance presenting such personalities as *Singin' Sam*, Elton Britt and the *Squeakin' Deacon*.

Fan Mail Flowed

At this point in our radio programming, it would be needless to say again that we were quite sold on the benefits of air advertising. But our experiences with the *Squeakin' Deacon*, as an example, revealed a secondary benefit to be gained from employing a radio personality.

The Deacon's fan mail, as did that of the other radio personalities, came in in bales. The Deacon had a unique relationship with members of his audience. After taking his recommendation to consult Seaboard Finance Co. in time of financial need, they reported back to him on just how the whole thing was done.

Through thousands of letters which came to him, we were able to analyze, with the same thoroughness that we had applied earlier in our radio copy, our method of client relations. Sometimes we basked in the glow of compliments and in other instances —well, we made changes in our mode of operation.

KSFO, without interruption, has been for more than 10 years, and still is, giving San Franciscans their morning and evening news with Seaboard the sponsor.

Our other West Coast sponsored programs have ceased for varying reasons, and at present we have concentrated our radio budget on spots. This does not, however, mean that this will remain our established policy.

Effective radio advertising, like good radio reception, is never static, we've learned.

Seaboard has never bought network time, though we have long since been extensive national radio advertisers. Rather, we have confined our time buying to a local basis, and believe our reasoning is correct as it applies to us, though this too could change.

We consider Seaboard's 150 offices throughout the country to be offices for those communities, and in no way branches of a la[rge] concern. The complete structu[re] of these offices and their meth[od] of conducting business are in ea[ch] instance adapted to the communi[ty] in which it is situated. There[fore], it only follows logically th[at] advertising should likewise be i[n]dividualized on the local level.

A healthy portion of Seaboard's advertising dollar today goes f[or] radio time. In some communiti[es] we spend as much as 80%. In oth[er] communities, because of check[ed] results, we have found it nece[s]sary to apportion the budg[et] differently.

Some areas in which there ar[e] Seaboard offices are under-station[ed] area-wise. In others, by careful check, we have established that re[-]sulting penetration has indicated that our advertising dollar is bes[t] spent if it is budgeted for a variety of mediums.

Over the nation, however, radio stations in ever increasing numbers are receiving the lion's share of our advertising since those initial purchases of time signals in Los Angeles in 1937.

Our current radio and television budget is between $250 and $300 thousand.

In addition to West Coast radio and our Los Angeles television, Seaboard has spot schedules going on stations in some 15 other markets. They include the South, Mid-West and East Coast.

Television as a medium for us is today in the same testing stage as was radio at the turn of 1938. Smith & Bull, still our advertising agency, is placing TV spots for Seaboard in Los Angeles, and keeping careful records of the traceable returns from them.

Courtship Period for TV

When we have established to our own satisfaction its place in our advertising plans, as well as types of program best suited for us, Seaboard intends to test TV in other cities.

In all honesty, we feel that with television we are in what could be called courtship period. We'd like to learn whether or not we are compatible with this newcomer before we become engaged—or in other words, sign time contracts.

Our first impression of the medium is good, but we still don't feel we are sufficiently well acquainted with the potential of the medium to branch out further at present. Our friendship with radio, however, is based on a long-time intimacy.

In fact a cycle in Seaboard's radio advertising was completed last September in one of our downtown Los Angeles offices.

A young man, expecting his first child, applied for a loan to finance hospitalization for his wife. As credit reference in addition to his job, he gave Seaboard Finance Co., although he said he had never before been a borrower.

In February 1940, he rammed his bicycle through the panel of

(Continued on page 60)

a million dollars worth of talent for $40 to $57.50 a month

based on advertising rates

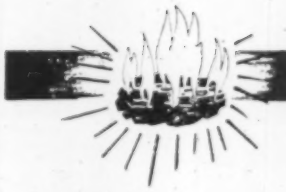
the song spinners

The Song Spinners are featured on such top TV programs as *Show of Shows*, *We the People*, and the *Victor Borge Show*. They rocketed to fame with their own AM programs on ABC and Mutual and made sixty *Community Sing* films for Columbia. This versatile singing group is the latest star attraction to join the

SESAC Transcribed Library

which includes Jazz, American Folk, Band, Concert, Hawaiian, Barbershop, Novelty, Religious, and Latin-American Music.

SESAC, Inc. 475 Fifth Avenue New York 17, N.Y.



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

ELECTRIC FURNACE METHOD OF STEELMAKING.

Electric furnaces which, in a single operation, can reduce beneficiated iron ores to steel are now receiving new and intensive study by research engineers. They would take the place of the traditional coke oven and blast furnace steps in today's conventional type of open hearth operation. Electric furnaces may offer the steel industry a way to expand its capacity with far less capital investment than required by present methods. The coal industry is directly concerned, too, because electric furnaces in steelmaking would create new demands for electric power, which in turn mean more coal.

CURRENT TREND IS TO COAL FOR STEAM GENERATION.

Technical trends reported by *Power* Magazine indicate that *pulverized-coal firing still dominates* utility practice and that in industrial and institutional plants there is a *significant rise* in choice of stokers and pulverized fuel systems. "For boilers of 50,000 lbs. per hr. and over," *Power* reports, "use of stoker firing has doubled and pulverized-coal firing quadrupled" in industry, exclusive of the electric utilities. These facts come from *Power's* recent survey of steam plants in the U. S., representative of design and construction work in progress in 1951 and early 1952.

COAL COMPANIES DOING BIG JOB IN LAND RECLAMATION.

More than 100 thousand acres of marginal land underlaid with coal have been reclaimed by the nation's surface coal-mining companies. Before the mining operation much of this land was too hilly for plowing, or too poor to support crops. But after mining, this reclaimed land is given new usefulness. This land now supports young hardwood and pine forests, clover, alfalfa, grasses and other foliage crops and is dotted with artificial lakes stocked with fish.

COAL COMPANY GIVES $10,000 FOR MINER'S SUGGESTION.

Recently a foreman in one of America's coal mines won a ten-thousand-dollar prize from his coal company for a suggestion that substantially raised production. He solved a problem involved in conveying coal from the working face by devising a method that avoids the shifting of heavy equipment and the removal of roof supports. His method saves two-thirds of the time formerly required and greatly increases the amount of coal produced by each shift.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

Eight Bells

(Continued from page 58)

glass in Seaboard Finance Co.'s entrance door when his bicycle belt jammed on the seventh ring and he looked down to adjust it. He offered to pay for the damage. When it came to terms it appeared that sum involved would be a lifetime obligation for him. Best he could do, he said, from his paper route, was 50¢ a week.

As it turned out, the manager of this office had boys of his own, and anyway the glass was insured.

The expectant father thought this should be proof of character and willingness to repay his debts. So did the interviewer to whom he told his story. We also thought that it was additional proof, if more were needed, of the value of radio advertising today even if the most effective penetration in this instance had occurred 12 years earlier.

The young man said that in the intervening years, each time he heard our ship's bell insignia on the air, he had had in the back of his mind that if he ever needed to borrow money, Seaboard was the place to come.

And that is exactly the point of view among listeners that we have always aimed for with our radio copy.

POWER increase from 250 w to 1 kw has been announced at CJEM Edmundston, N. B.

Present at signing of baseball contract are (seated, l to r) Jose Ramon Quinones, president of Puerto Rican Network; Messrs. O'Meara and Saba, McCann-Erickson; (standing, l to r) Jose Ramon Diaz, network sportscaster; Mr. Hull, and Miguel Angel Torres, sports announcer.

FLOOD

News Coverage, Relief Aid Are Given by Radio, TV

COMPREHENSIVE coverage of the midwest floods was provided Americans last week as a public service by radio and television networks and local stations alike.

NBC sent newscaster Morgan Beatty to the scene at 6:30 a.m. Wednesday as a passenger on the Presidential plane's special flight over the devastated Omaha area. Mr. Beatty's reports, aired via WOW Omaha, were broadcast on his regular 7:30 and 11:15 p.m. network broadcasts.

Other special radio reports produced by NBC included two eyewitness descriptions on *News of the World*, one of which was taped from a plane flying over flooded areas. Further accounts were compiled for a special all-flood 15-minute broadcast at 11:30 p.m. Monday, narrated from New York by Vic Roby. On-scene coverage was effected through KELO Sioux Falls, S. D., as well as WOW.

NBC television carried three unscheduled reports from Omaha Monday, Tuesday and Wednesday, with a full 15-minute description of the disaster compiled for a special telecast Thursday evening.

CBS Radio was among the earliest to give attention to the disaster by broadcasting a 25-minute wrap-up April 13. Complete reports were broadcast from Omaha—via KFAB there—Sioux City and Des Moines.

Many CBS Radio newscasts featured pickups from Omaha as early as Monday, with Douglas Edwards and Edward R. Murrow broadcasting their regular programs from the flood area the last several days of the week. CBS Radio capped its week with a report Friday via WCCO Minneapolis by James T. Nicholson, executive vice president of the Red Cross.

CBS-TV reports of the Missouri River overflow were narrated by Mr. Edwards, directed by Don Hewitt and produced by two CBS-TV sound-camera crews. Like his radio reports, Mr. Edwards' TV broadcasts also originated from Omaha Wednesday and Thursday.

Highlights of the ABC radio coverage included reports to Tom Casey in Chicago on the Missouri-Mississippi river system from Virgil Sharpe of KOIL Omaha and an appeal by Rep. Karsten of Missouri to turn flood control over to the Federal Dept. of the Interior.

ABC radio's *Headline Edition* and the later *News of Tomorrow* both stressed the flood results throughout the week, providing such particulars as details of Red Cross work by the director of the New York chapter and a business analysis of flood havoc by the midwest editor of *Business Week*.

ABC television audiences saw pictures of the floods at Pierre, S. D., Sioux City, Iowa, and Omaha—plus screen documentation—on such programs as *John Daly and the News* and *Nightcap News* with Dorian St. George.

Mutual, which had kept pace with other networks' news bulletins of flood damage, was cleared by week's end for any public service announcements within the succeeding 10 days that pertained to the flood relief for victims.

Locally, WOW Omaha made one-to-ten-minute tape recordings along the river at disaster points, averaging about 18 a day, with 35 newsmen, announcers and engineers operating from the station's newsroom, while more news was being picked up from 125 other newsmen along the river. WOW personnel picked up the flood in North Dakota, following it with airplanes, autos, a helicopter and telephone.

KOWH Omaha was broadcasting 24 hours daily and said it would maintain the schedule until the flood crest reached the Omaha-Council Bluffs area and the clean-up begun. During the first part of the flood the station recruited trucks and drivers to evacuate families from the potential flood area.

ISLAND NETWORK

Signs Baseball Contract

CONTRACT covering the broadcast of major league baseball and Puerto Rico's professional league games was signed last week between the Puerto Rican Network Inc., San Juan, and the McCann-Erickson office located in that city for two of its clients, R. J. Reynolds Tobacco Co. and Blatz Brewing Co.

Network officials report the contract represents the largest radio program package in the history of island radio. Broadcasts, co-sponsored by Blatz beer and Camel cigarettes, began April 16 with the opening game of the New York Yankees, to which exclusive broadcast rights were obtained for Puerto Rico. All Yankee games will be relayed direct from the ball park for broadcast on WAPA San Juan, WPRP Ponce and WORA Mayaguez.

Upon termination of the major league season, contract calls for airing of home games of the San Juan Senators and the Ponce Lions, both Puerto Rican teams.

Details for the national and local baseball coverage were completed by Harwood Hull Jr., network's general manager; Theodor Saba, San Juan manager of McCann-Erickson, and Don O'Meara, local radio director for the agency.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, Dec. 1951-Jan. 1952

SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	23.3	59.0	27.6	13.1	0.3
Monday thru Friday 12:00 Noon-6:00 PM	21.5	69.2	19.5	11.1	0.2
Monday thru Friday 6:00 PM - 8:00 PM	35.3	71.9	10.5	17.0	0.6
Sunday thru Saturday 8:00 PM - 10:00 PM	38.2	64.0	14.1	18.6	3.4

Get the entire story from

*C. E. HOOPER, Inc. FREE & PETERS

WDBJ Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41.000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES WORLD CORPORATION
FREE & PETERS, INC. *National Representatives*

Don't overlook F.M.

You're working in the city. Turn on your radio. Listen to one of your AM commercials. It's coming through, clear as a bell, from that big transmitter nearby. Sounds fine, doesn't it?

But there are many places in the country where that commercial of yours can't be heard at all—even though it's broadcast from an AM station right in the neighborhood.

For in many places "radio climate" is such that the AM signal is torn to pieces by static, garbled by interfering "crosstalk." *The folks you're trying to sell can't hear your message at all.*

FM solves that problem for you in many areas. FM is clear as a bell *whatever* the "radio climate." So in making *your* time schedules—Don't Overlook FM.

NOTE: During its recent spot radio campaign on Zenith Hearing Aids, Zenith used separately keyed spots on FM and AM stations in many cities. In several cases, returns from FM outnumbered those from AM. In others, FM was—on the basis of cost per inquiry—the best broadcast buy. Here's real proof of the growing importance of FM!

ZENITH
•LONG DISTANCE• RADIO and TELEVISION
THE ROYALTY OF RADIO AND TELEVISION

R-15268

ZENITH RADIO CORPORATION · *Chicago 39, Illinois*

EXPORT AD MEET

Slated May 8 In New York

RADIO and television are scheduled for consideration by members of the Export Advertising Assn. when they hold their fourth international convention May 8 at New York's Plaza Hotel.

Fernando Eleta, owner and manager of Radio Programs Continental, Panama City, will discuss "What's Wrong with Radio in Latin America," and Roger Pryor, vice president of Foote Cone & Belding, will tell the group "What To Look Out For" in TV. Both are scheduled to speak during the one-day convention's morning session under chairmanship of Shirley Woodell of J. Walter Thompson Co.

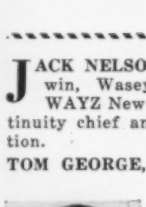
Suit Names CBS

SUIT for $1,350,000 damages has been filed against CBS in Los Angeles Superior Court by Bill Anson, KFWB Hollywood disc mc. Charges listed in the action are unfair competition, infringement of common law copyright and breach of contract. The suit alleges that the CBS Radio and TV program *Songs For Sale* is identical in nature as Mr. Anson's *Song Jury* and *Music Is My Business* which he had on radio and television respectively.

air-casters

JACK NELSON, formerly with Erwin, Wasey & Co., N. Y., to WAYZ New Haven, Conn., as continuity chief and director of promotion.

TOM GEORGE, WOR New York, to WCOL Columbus, Ohio, for daily *Inquiring Reporter* show.



Mr. George

JACK FRAZIER, sales manager for Cincinnati district of Post Cereals, division of General Foods Corp., to WLWT (TV) that city, in merchandising department.

GENE NORMAN, KNBH-TV Hollywood disc m.c., to KHJ-TV that city for daily two-hour program.

STAN EDWARDS to announcing staff of CHUM Toronto.

DR. ROY K. MARSHALL, educational director, WFIL-AM-FM-TV Philadelphia, to receive award from Temple U., that city, on April 23 for "contribution to education through the media of radio and television. . . ."

ROY MAYPOLE, special events reporter and m.c., KTTV (TV) Hollywood, made an honorary chieftain of United Scottish Societies as "outstanding television personality of Scottish descent."

BURNIS ARNOLD, former associate farm director, KVOO Tulsa, Okla., to WHAS Louisville, Ky., as farm program director.

PETER GRANT, WLW Cincinnati announcer, awarded plaque for "outstanding contributions to the growth of art and music in Cincinnati" by United Fine Arts Fund.

FLORENCE MELODY, program department, WWRL Woodside, N. Y., promoted to traffic manager.

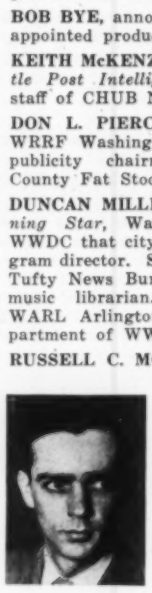
BOB BYE, announcer, CKRM Regina, appointed production supervisor.

KEITH McKENZIE, formerly of *Seattle Post Intelligencer,* to continuity staff of CHUB Nanaimo, B. C.

DON L. PIERCE, program director, WRRF Washington, N. C., appointed publicity chairman for Beaumont County Fat Stock Show, May 2.

DUNCAN MILLER, *Washington Evening Star,* Washington, D. C., to WWDC that city, as assistant to program director. **ST. GEORGE BRYAN,** Tufty News Bureau, joins station as music librarian. **JANE POWELL,** WARL Arlington, Va., to traffic department of WWDC.

RUSSELL C. MOCK, assistant director of public relations for mid-west district of Borden Co., to WTVN (TV) Columbus, Ohio, as director of public and community relations.



Mr. Mock

CARLTON HOWARD FISHER joins announcing staff of KAFP Petaluma, Calif.

DON BRADLEY, WKAN Kankakee, Ill., to announcing staff of WJOL Joliet, Ill.

JIMMIE KENT named chief announcer at WSIX Nashville. **ROBERT CHAUDOIN** returns to staff as traffic manager continuity chief.

GIL STRATTON Jr., who portrays Jimmie Young on Columbia Pacific Network *Remember the Time,* assigned role in 20th Century-Fox feature film, *Monkey Business.*

ROBERT HILL, announcer, CKRM Regina, named program director replacing **FRED LAIGHT** who transfers to CBC Winnipeg. **T. L. HILL,** CKRM announcer, promoted to production supervisor.

JOHN MINKOWSKY, supervisor, accounting department, CBS Hollywood, adds duties of comptroller.

JIM GATES, associate director, CBS-TV *Alan Young Show* and *George Burns & Gracie Allen Show,* to KTTV (TV) Hollywood as staff director.

CURT MARSHALL, WCRA Effingham, Ill., to announcing staff, KFSB Joplin, Mo.

GUY WILLIAMS, New York TV actor, assigned role in Universal-International feature film, *Bonzo Goes to College.*

GENE F. SEEHAFER, assistant professor of journalism, U. of Minnesota, to CBS Chicago as market research counsel.

JOHN H. BROCK, formerly district manager of Libby, McNeill & Libby Columbia, S. C. territory, to WIS that city, as merchandising manager. New announcers at station are **CHARLES MELTON** and **ART TATE. FRANCES BROCKINGTON** named music librarian replacing **RAYE RICE** who resigns to be married.

CAROL CUBINE to continuity staff WPTF Raleigh, N. C., replacing **PEGGY DEAN** who has resigned.

JOHN WRISLEY, program director WFGM Fitchburg, Mass., father of girl, Kathleen.

LYLE WHITE, assistant production supervisor at ABC Chicago, and **MARY LAGEN,** former ABC receptionist, were married April 5.

BILL HUFFMAN, WLWT (TV) Cincinnati producer, and **ILLEAN MARTIN,** station vocalist, will be married June 14.

RICHARD QUEEN, continuity director, KFSB Joplin, Mo., father of girl, Kristin Ann. **SAM BABCOCK,** station's chief announcer, father of girl, Lisa Louise.

BUD WILSON, disc jockey, WKBR Manchester, N. H., father of girl, Debra Louise.

GLENN BAMMANN, WGAR Cleveland sportscaster, father of boy.

News . . .

JACK SIMPSON, sports director, WSIX Nashville, named station's news editor in addition to present duties.

RULON BRADLEY, news editor, KUTA Salt Lake City, to KSL that city, in same capacity.

RON FRASER, press and information director, CBC Toronto, on sick leave for one month.

ARTHUR E. PATERSON Jr., director of public affairs, WHLI Hempstead, L. I., to WOR New York, on news staff.

J. S. VANSICKLE, KWKH Shreveport, La., news director, father of boy, James.

PUBLICISTS Guild has voted to increase dues at general membership meeting in Hollywood. Averaging raise of one-third in the several classifications, senior members, now paying $18 per quarter, will pay $24; apprentices, now paying $4 per quarter, will pay $5.33.

FINAL TELEVISION ALLOCATIONS REPORT

Limited Quantity Available

Every word of the original FCC 600-plus page document has been reprinted by BROADCASTING • TELECASTING. If you're a subscriber, you get one copy. Additional working copies are $3.00 —and they're going fast.

Carefully indexed and easy to read, this book contains all the 2,053 TV assignments in 1,291 cities, educational reservations, assignment principles, directional antennas, power and more.

Send $3.00 in check or money order for each copy desired.

ORDER EXTRA COPIES NOW

BROADCASTING-TELECASTING
National Press Building
Washington 4, D. C.

Send me ..... copies of the Final Television Allocations Report at $3.00 per copy.

☐ M/O, check
☐ Bill me

Name .....

Organization .....

Address .....

City ..... State .....

CHNS

HALIFAX NOVA SCOTIA

A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!

Ask
JOS. WEED & CO.
350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

FIRE PREVENTION

WOWO, WSJS Get Medals

WOWO Fort Wayne, Ind., and WSJS Winston-Salem, N. C., were announced last week as radio winners of the National Board of Fire Underwriters' gold medal awards, given annually to a radio station and a daily and a weekly newspaper for outstanding public service in increasing fire prevention.

In announcing the double-broadcasting ward, Lewis A. Vincent, general manager of NBFU, said two gold medals were granted in radio this year to resolve a tie, first since inception of the medals in 1941.

Noting that both stations had done "an outstanding job in pointing up fire safety programs," Mr. Vincent praised WOWO, gold medal winner in 1949 and recipient of honor citations in 1945 and 1947, for its extensive fire prevention programming. WSJS' broadcasting highlight was frequent airing of tape recordings made while local firemen inspected Winston-Salem homes.

Honor citations went to WEOA Evansville, Ind., for *Fire Fighters' Quiz*, directed to a school-age audience; to KANS Wichita, Kan., first place winner the past two years, for "stimulating fire safety throughout its listening area"; and to WHO Des Moines, Iowa, which received an honor citation in 1947, for a special series broadcast during Fire Prevention Week and for contests in rural schools on fire safety.

Conferring on gold medal awards presented by NBFU to WOWO and WSJS are (l to r) Mr. Kaland, Mr. Sether and Mr. Posner.

* * *

Judging the 19 entries were William Kaland, program director, WNEW New York; Sam Posner, DuMont Television Network's assistant program administrator, and Seymour Siegel, director of New York's Municipal Broadcasting System (WNYC).

Other entrants were WSB Atlanta; WLS Chicago; WHK Cleveland; WDSC Dillon, S. C.; KDLA De Ridder, La.; WTAC Flint, Mich.; WNGM Moberly, Mo.; WNBC New York; WDBO Orlando, Fla.; KPOJ Portland, Ore.; KONO San Antonio, KSOO Sioux Falls, WVPO Stroudsburg, Pa., and WEIR Weirton, W. Va.

BRAND NAMES

Two-Day Meet Held in N.Y.

FRANK WHITE, MBS president, was reelected treasurer, and Barry T. Leithead, president of Cluett, Peabody & Co., N. Y., was elected chairman of the executive committee for Brand Names Foundation, when the merchandisers' organization held a two-day meeting in New York Tuesday and Wednesday.

Other men prominent in broadcasting and allied fields named among the foundation's officers were Don Francisco, vice president of J. Walter Thompson Co., N. Y., listed among the new directors, and William O'Neil, president of General Tire & Rubber Co., voted among incumbent directors to serve until April 1, 1953.

Paul West, president of the Assn. of National Advertisers, and William B. Ryan, president of BAB, were named by their respective organizations to serve for one year on the foundation's board. Frank M. Folsom, RCA president, will continue to serve as an honorary director, having previously been elected a board chairman.

High point of the two-day event was the granting of "Brand Names Retailer of the Year" awards to dealers in 16 different merchandising categories, with certificates of distinction also distributed in each group. Certificate in the department store classification was won by the William F. Gable Co., Altoona, Pa., and accepted by its president, George P. Gable, who is also president of WFBG, NBC affiliate in Altoona.

All delegates and their wives were NBC breakfast guests Wednesday—Brand Names Day—in the Rainbow Room of the RCA Building. In welcoming the guests, John K. Herbert, NBC radio vice president and general sales manager, accredited the sales efforts of local merchants with making mass production an economic possibility.

In a letter to breakfast guests—published in a booklet of Brand Names advertisers on NBC radio, their programs, and their program times — NBC President Joseph H. McConnell reminded the merchants that "Radio helps you to sell brand-named products to your customers." After the breakfast, which included entertainment by NBC's Bob and Ray, the guests were taken on a tour of the New York NBC radio and television studios.

The Brand Names Foundation meetings ended with dinner Wednesday at which James A. Farley, board chairman of the Coca-Cola Export Corp., gave the keynote address. Entertainment was provided by cast principals from NBC-TV's *Your Show of Shows* in an hour-long Max Liebman production.

GENERAL FOODS Corp., New York, will break ground for new general offices on a 48 acre tract in White Plains, N. Y., about July 1. Building is scheduled for occupancy in the spring of 1954.

NATIONAL ADVERTISERS GO LOCAL WITH WINS!

When national advertisers want to get their selling message right down where consumers live and buy in the metropolitan New York market, they use *local* radio.

That means WINS to a blue list which includes:

- Anacin
- Ballantine
- Bayer Aspirin
- Bell-Ans
- Bromo-Seltzer
- Carolina Rice
- Crosley TV & Radio
- Fry's Candy Bar
- Kirkman's Soap
- Ladies' Home Journal
- Manischewitz Wine
- Metropolitan Life Ins. Co.
- Pepto-Mangan
- Phillips Milk of Magnesia
- Rem
- TWA
- 20th Century-Fox
- Union Pacific

You can reach this market economically while it's listening, relaxed. Just buy . . . 1010 WINS . . . it *sells!*

1010 WINS 50,000 watts Day *and* Night . . . New York

CROSLEY BROADCASTING CORPORATION

WILK

Wilkes-Barre's Powerful 5000 Watt Station

OFFERS ADVERTISERS

MORE LISTENERS

34.1% HIGHER AVERAGE ¼ HOUR RATING*

from 7 A.M. to 1 P.M.

THAN NEXT BEST STATION

*PULSE: NOVEMBER 1951

MORE COVERAGE

in the

Wilkes-Barre Metropolitan Area

(Pennsylvania's 3rd Largest Market)

PLUS

Bonus Coverage in 14 Surrounding Counties

MORE FOR YOUR ADVERTISING DOLLAR!

WILK

980 KC AM-FM 5000 W (d) 1000 W (n)

A B C AFFILIATE

★

AVERY KNODEL Inc., Nat'l. Rep.

★ New York ★ Chicago ★ Los Angeles

★ Atlanta ★ San Francisco ★ Dallas

FRED A. LYMAN, manager of Allen B. DuMont Labs., N. Y., factory distributor branch, appointed to newly formed post of national merchandise manager of Receiver Sales Div.

SIDNEY R. CURTIS, vice president and general manager of Stromberg-Carlson's Radio-Television Div., named vice president in charge of government contracts. CLIFFORD J. HUNT, general sales manager of Radio-TV Division, promoted to general manager.

R. J. McNEELY, sales director-member of board of directors, Hoffman Radio Corp., L. A., to Belmont Radio Corp., Chicago (mfrs. Raytheon radio-TV receivers), as western regional sales manager, headquartered in L. A.

EMANUEL WEINTRAUB, manager of commercial service department, CBS-Columbia Inc., Brooklyn, promoted to chief buyer of firm's Military Procurement program. HENRY E. HINZ, senior project engineer of Admiral Corp., to CBS-Columbia Inc., as chief mechanical engineer.

J. W. RAHDE, Western Union vice president and comptroller, named vice president in charge of finance replaced by W. R. DRUMMOND, his assistant.

HALSEY BARRETT, eastern sales manager for Consolidated Television Sales Inc., N. Y., father of girl, June McDonald, April 12.

LORRAINE CHECKI named production assistant with Robert Lawrence Productions Inc., N. Y., TV film producers.

allied arts

GEORGE J. PAULUS, district sales manager of southeastern states for Raytheon Mfg. Co., Waltham, Mass., to Tele King Corp, N. Y., as regional sales manager in same area.

LOUIS ARTIGUE, associated with Wynn Rocamora, Hollywood (talent agency), resigns to open own agency at 8776 Sunset Blvd., that city.

RUSSELL L. DIETRICH, territorial manager, Hoffman Sales Corp., L. A., transfers to Dallas as south-eastern district manager.

SAM RHEINER, assistant to Sam Spiegel, executive producer, Horizon Productions, Hollywood (feature films), appointed to labor advisory board of IMPPA.

HOFFMAN RADIO Corp., L. A., appoints Sociedade Continental de Exportacao, Sao Paulo, Brazil, as distributor.

GENERAL ARTISTS Corp., Hollywood talent agency, moves to 9650 Santa Monica Blvd., April 28.

RCA TUBE Dept., Camden, N. J. announces availability of flip type index designed to place basic electrical and mounting information on RCA television and radio speakers at fingertips of radio service dealers. Index can be ordered through RCA electronic components distributors.

STANDARD RADIO TRANSCRIPTION SERVICES Inc. signs DORIS DAY, CBS Radio and Warner Bros. singer, to exclusive contract for Standard Program Library.

Equipment . . .

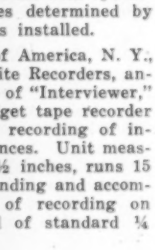
JENSON Mfg. Co., Chicago, announces development of new high frequency unit, RP-302, which makes 3-way system from coaxial speaker or 2-way from single unit direct radiator. Unit improves realism of sound reproduction and provides "highs" from 4,000 cycles up extending range to limits of audibility with extremely low distortion.

HEWLETT-PACHARD Co., Palo Alto, Calif., announces manufacture of two new test sets for super high frequency work. Model 624A SHF offers continuous frequency coverage over the 8,500 to 10,000 mc range. Set has direct tuning and reading dials. Model 623 SHF has overall frequency range of 5,925 to 7,725 mc with operating frequency ranges determined by klystron tube that is installed.

AMPLIFIER Corp. of America, N. Y., producer of Magnemite Recorders, announces manufacture of "Interviewer," battery-operated midget tape recorder designed to simplify recording of interviews and conferences. Unit measures 11½ x 8½ x 5½ inches, runs 15 minutes on single winding and accommodates two hours of recording on reusable 5 inch reel of standard ¼ inch wide tape.

Technical . . .

LEO DeCONNICK, engineering staff, WLWC Columbus, Ohio, appointed chief engineer at KTMS Santa Barbara.



Mr. DeConnick

RICHARD BECHER, engineering staff, WKAN Kankakee, Ill., to WBBM Chicago, in same capacity.

EDDIE BRASLAFF, still cameraman, CBS Radio, Hollywood, resigns after 10 years to freelance.

RODNEY CHIPP, engineering director of DuMont Television Network, addressed joint meeting of Chemistry Teachers' Club and Physics Club of New York Saturday on "Television Up-To-Date."

Canadian Tax Law

CANADIAN BROADCASTING Corp. and other government-owned corporations are to pay corporation taxes henceforth, according to an announcement of Canadian Finance Minister Douglas Abbott at Ottawa late on April 8. The new arrangement is retroactive to Jan. 1, 1952. Insofar as the CBC is concerned, the ruling is academic, for the CBC has been operating on a deficit in recent years and now is being granted an annual government subsidy of about $5,000,000.

Open Mike

(Continued from page 10)

"come down" *vs.* "go down" as a fitting subject for this innovation in B•T features. . . .

By all means, let's do have more articles on the vital subject of advertising copy writing. But let's have articles of significance and value . . . There must be more B•T readers who can help improve this heretofore neglected aspect of the business.

Let us hear from them in B•T.

William A. Vaughn
Asst. Program Director
WFBM-TV Indianapolis

[EDITOR'S NOTE: The article to which Mr. Vaughn refers, "Inviting Action in Radio Copy" by Jack W. Laemmar, B•T, March 31, was not intended as a comprehensive study of copy writing. It was the first of a series which will appear periodically. And as Mr. Vaughn suggests, others will be heard from.]

* * *

Policy Statement

EDITOR:

I wish I knew how many pounds of P. I. deals we have carefully filed in the wastebasket. I'd like to know how many hours I have wasted being sure that I'm not throwing away a legitimate order. I imagine the P. I. mailing lists are made up from your YEARBOOK [or] your MARKETBOOK . . .

I wonder how many stations would like to join me in making a notation in our new listings that would state plainly and unmistakably "No P. I. accepted."

I'd further like that statement to include everything except straightforward, legitimate orders. No "30 one minute spots for a one-half hour rate." No payments in merchandise, dollars per postcard, letter, 'phone call or box top.

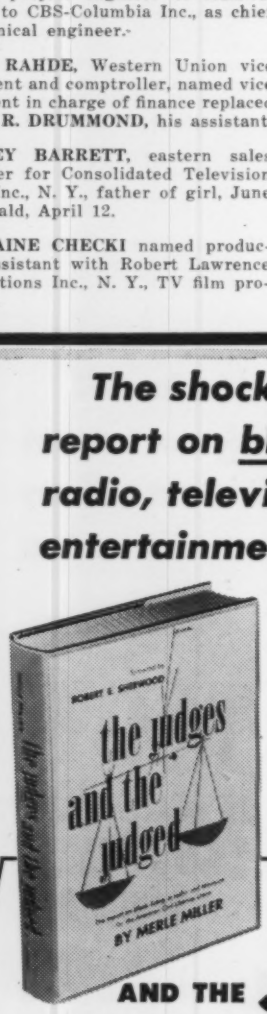
Would you include such data in your listings if sufficient stations requested it?

W. E. Bradford
Manager
KSST Sulphur Springs, Texas

[EDITOR'S NOTE: Yes, if the number of requests warranted it.]

The shocking full-scale report on black-listing in radio, television, and the entertainment industries!

It investigates thoroughly
RED CHANNELS COUNTERATTACK
The JEAN MUIR Case and others
"Defamation as a commercial enterprise"



THE JUDGES AND THE JUDGED
including the statements of both
by MERLE MILLER for the American Civil Liberties Union

Foreword by ROBERT E. SHERWOOD
"A terrible exposure and indictment."—*Virginia Kirkus*
At all booksellers, $2.50 DOUBLEDAY

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In EMPLOYMENT

GREENVILLE	45,056
Columbia	26,718
Charleston	24,277

S. C. Emp. Sec. Com., 1951.

MAKE IT YOURS WITH WFBC 5000 WATTS
The Voice Dominant Station, Greenville, S. C.

NBC affiliate for the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

RACE PROGRAMS

WHIM Asks FCC Opinion

DOES broadcasting a feature race-of-the-day—with a summary of horse racing news and interviews with celebrities of the sports world about 6 p.m.—jeopardize a station's license?

That, in essence, is what WHIM Providence, R. I., has asked the FCC.

The Commission's answer to this may have a bearing on the entire question of horseracing broadcasts and upon the status of the 16 stations that were set for hearing because of horseracing programs [B•T, March 3].

In a letter to the Commission, WHIM pointed out that FCC's statement at the time it renewed WANN Annapolis' license created doubt as to the propriety of any kind of horseracing broadcasts.

WANN was on temporary license for nearly a year while the FCC considered how to deal with racing programs. WANN discontinued the broadcasts and was granted a renewal a few weeks ago [B•T, March 3].

What WHIM wants the Commission to do is issue a declaratory ruling on whether the broadcasting of a feature horserace and a summary of the results at the close of the day is contrary to the rules.

The Providence station pointed out that the programs proposed "could not conceivably be of any interest to bookmakers or their patrons since the resume of the day's racing would be presented . . . after the tracks had closed" for the day.

WHIM said in its letter that an FCC ruling on the matter will have "a vital effect upon the entire broadcast industry" because many stations throughout the country have presented programs of the type it proposes.

WHIM asked for the ruling within the next two weeks so that it could make appropriate arrangements for carrying the daily feature at Narragansett Park at Pawtucket, R. I., three miles from Providence. The season opens there June 30.

Last month, the FCC put 16 stations on temporary license to determine, at a hearing, whether the stations are aiding gamblers by airing odds, giving scratches, track conditions, prices paid, etc. [B•T, March 3].

Since then, a few stations have been granted regular renewals after notifying the Commission that they had discontinued the broadcasts before the notice was received [B•T, March 10].

'GOOD NEIGHBOR'

KWBW Spots Aid Drive

POWER of radio spots alone to win community support for a local project has been demonstrated by KWBW Hutchinson, Kan.

The Dragon Club of Hutchinson Junior College sponsored a "Good Neighbor Day" to "help a young man who is helping himself." Candidate chosen was a young service station operator who had been a polio victim as a child.

Verne Powell, assistant superintendent, Hutchinson Recreation Commission, wrote Mrs. Bess Wyse, KWBW president: "The wholehearted and enthusiastic response by KWBW has swept the city and a tremendous amount of business for Vernon Miller has resulted."

Mrs. Wyse explained the local newspaper had been contacted but turned the project down on the basis that "it smacked of commercialism." The promotion was all done by radio.

"In one morning," added Mrs. Wyse, "the gasoline distributor had to fill the tanks at the filling station three times because of our radio spots."

MBA Meeting Set

MISSOURI Broadcasters Assn. plans its annual spring meeting May 5-6 at the Hotel Jefferson, St. Louis, according to G. Pearson Ward of KTTS Springfield, secretary. He said BAB would direct the first day's session, to be of interest to sales departments and representatives. BMI will present a program clinic on the second day. Both MBA members and non-members are invited, Mr. Ward said.

INSTITUTION ADS

Sen. Johnson Comments

CENSORSHIP was Sen. Ed C. Johnson's reaction last week to a controversial proposal made on Capitol Hill a fortnight ago that newspapers might raise advertising rates as a means of discouraging "extravagant" advertising [B•T, April 14, 7].

Sen. Johnson (D-Col.), who is chairman of the Senate Interstate & Foreign Commerce Committee, said, "When the government starts to tell the newspapers what kind of advertising and how much of it they can carry, it's moving toward the day when it will seek to control their news columns, too."

Suggestion for the raise in rates was contained in a report released by the Senate Small Business Committee on Newsprint headed by Sen. Hubert H. Humphrey (D-Minn.).

However, Sen. Humphrey, who has launched a drive to have so-called "political" institution advertising cut down, if not eliminated, stated that the recommendation on newspaper advertising rates crept into the report through a staff error and had been considered by the committee but not approved.

Sen. Humphrey last week was waiting for a reply from the Internal Revenue Bureau to his query on the whys and wherefores of business firms deducting institutional advertising as an expense.

Who's on First?

CAN coffee pour out of musical clock? It wasn't that zany a certain day in April in Albany, Ga., but almost. Two top disc jockeys in town did a quick switch. WGPC's Bill Fowler moved his *Musical Clock* to competing station, WALB, whose Bill Bowick took over Mr. Fowler's time slot with his *Coffee With Bill*. Listeners were agog, switched from one station to another. But Messrs. Fowler and Bowick were a step ahead. They played identical tunes throughout the morning. Oh yes, the date: April 1.

Benjamin Gottlieb

BENJAMIN W. GOTTLIEB, 66, of B. W. Gottlieb Assoc., Philadelphia advertising agency, died April 10 of a heart attack. Mr. Gottlieb was a former managing director of the old *Jewish World*. He produced and appeared on foreign language programs over WDAS Philadelphia. Surviving are his wife, Bessie W., a son, Maxim B., and three daughters, Mrs. Ruth Brill, Mrs. Sophie G. Cooper and Mrs. Jeanne Elion.

WVAM will give you greater coverage in the rich Central Pennsylvania Market with the best CBS network and local programs. May we go to work for you?

"Most Powerful—Most Popular"

first with the finest DAY AND NIGHT

Weed & Co. *representatives*

1000 WATTS WVAM CBS ALTOONA 1430 ON YOUR DIAL

PERFECT TRACKING

..without tone arm resonance

• That's what you get with the versatile Gray Transcription Arms. Take your pick: There's the new specially designed—viscous damped—Gray 108-B Arm for all speed, all size records. There's the Gray 106-B Arm assuring fidelity of tone for every speed record. Both use GE or Pickering Cartridges.

• For highest tonal quality and new record reproduction from old records, use Gray Equalizers—preferred by leading broadcast stations.

• Remember — for professional broadcast equipment, Gray shows the way. Write for bulletins describing the above equipment.

GRAY RESEARCH AND DEVELOPMENT CO., INC., 598 HILLIARD ST., MANCHESTER, CONN.
Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph

1952 TELECASTING YEARBOOK ADDENDA

CHANGES and additions received after the 1952 TELECASTING YEARBOOK went to press are included in the following list which also will serve to correct some errors made in compiling the large volume. For convenience, the information is arranged numerically by YEARBOOK page number. At the end of this addenda are three further changes in the 1952 BROADCASTING YEARBOOK addenda which was published earlier [B•T, March 3].

Page 23—Insert J. Harold Ryan as vice president and treasurer of the Fort Industry Co. stations.

Page 45—Insert Joseph Brenner, Prichard & Brenner, 321 S. Beverly Drive, Beverly Hills, Calif.

Page 78—Add J. Harold Ryan, as vice president and treasurer of WAGA - TV Atlanta and Glenn C. Jackson as managing director.

Page 108—Add J. Harold Ryan as vice president and treasurer of WJBK-TV Detroit; Gayle V. Grubb, vice president and general manager, and Harry L. Lipson, general sales manager. Delete name of E. Hal Hough and substitute Richard E. Fischer as program director. Delete Robert Striker as film buyer and substitute Arthur MacColl, as manager, film department.

Page 148—Add J. Harold Ryan as vice president and treasurer of WSPD-TV Toledo.

Page 174—National representative of KEYL (TV) San Antonio should be listed as The Katz Agency. Add J. Harold Ryan as vice president and treasurer.

Page 191—Wallach & Assóc., 1532 Hillcrest Road, Cleveland, 18, Ohio, makers of Allmetal Sectional Discabinets and Discabinet Cataloging System.

Page 224—Insert Library Films Inc., 25 W. 45th St., New York 36, N. Y. Tel.: Plaza 7-3450. Paul N. Robins, president. Services: Serials, features and shorts for television.

Page 237—Insert: International Wrestling Films Inc., 9 S. Clinton St., Chicago 6, Ill. Tel.: Andover 3-5337. Services: Motion pictures for television, with wrestling films a specialty.

Page 238—Insert Kent Lane Inc., 716 E. Gray Street, Louisville, Ky. Tel.: Jackson 6304. Services: Motion pictures and slide films for industry and television.

Page 241—Regent Pictures Inc., 729 Seventh Avenue, New York 19, N. Y., Tel.: Plaza 7-8645. Robert Pik, president. Services: Production and distribution of motion pictures for TV stations.

Page 279—Add to listing for Buchanan & Co. Inc.: John Hertz Jr., board chairman; William Dasheff, executive vice president; Joseph D. Dunn, vice president; A. Grace Barrett, secretary-treasurer; A. W. Hill, assistant treasurer; W. D. Christman, copy chief; James Yates, creative director; E. F. Moeller, media director and space buyer; Anthony Calanese, production manager; Roy Winkler, and Don DeMarco, art directors, and Nat Strom, radio-TV director. Account executives were listed as Joseph Dunn, A. Grace Barrett, Van MacNair (Louisville, Ky.), John McEvoy, William Boley, Albert Van Brunt and George Richardson.

Page 281—Insert Gibraltar Adv. Agency Inc., 17 E. 45th St., New York 17, N. Y. Tel.: Murray Hill 7-7896. Frances Scott, radio and TV director; Gloria Lubin, timebuyer; Frances Scott, Earl G. Schneidman and Charles J. Basch III, account executives. Television Accounts: Bonafide Mills Inc.

Page 285—Revise listing of Ruthrauff & Ryan Inc., 405 Lexington Ave., New York 17, N. Y. Tel.: Murray Hill 6-6400.

Radio & TV Dept.: Willson M. Tuttle, vice president-director; Tom Slater, vice president-associate director; Marshall Grant, executive producer of TV film; Grant Flynn, business manager; Sidney Slon, script editor and executive producer of *Big Town* for TV; John Cole, production manager; Robert Steel, senior director; Norman Mathews, film production supervisor; Stewart Garner, of the film production unit; David Nyren, head of talent and new program development; Bernard Rasumssen, network timebuyer; Louis deMilhau, Canadian liaison; Roland Howe, supervisor of Arthur Godfrey shows and assistant head of talent and new program development; Kay McMahon, casting director; Bernard Zwirn, publicity director.

Media Dept.: Dan Gordon, vice president and media director; Stan Schloeder, manager of spot radio and TV timebuying; Herbert Claassen, Malcolm B. James, Sherwood Heath, Orrin E. Christy Jr., timebuyers.

Chicago 1—360 N. Michigan Ave. Tel.: Financial 6-1833. Norman Heyne, vice president.

Hollywood 28—1680 N. Vine St. Tel.: Hillside 7593. Tod Reed, vice president and West Coast manager.

Detroit 2—7430 Second Blvd. Tel.: Trinity 4-2200. John Weiser, vice president and manager.

Cincinnati 2—Carew Tower. Tel.: Main 2413. John L. Magro, manager.

St. Louis 1—812 Olive St. Tel.: Main 0127. Oscar A. Zahner Sr., vice president and manager.

Dallas 2—Reserve Loan Life Bldg. Tel.: V-4-4986. Roger Bacon, manager.

Houston 2—Gulf Oil Bldg. Tel.: Charter 4-1741. W. Van A. Combs, manager.

Seattle 1—Northern Life Tower. Tel.: Elliott 1572. Francis G. Mullins, vice president and manager.

St. Paul-Minneapolis—2654 University Ave., St. Paul. James R. Randers, manager.

San Francisco 4—235 Montgomery St. Tel.: Exbrook 4616. John L. Harvey, vice president and manager.

Toronto—2 Toronto St. Tel.: Plaza 1515. Gordon Ralston, manager.

Radio Accounts: Allied Florists S; American Brewery Co., S; Ampro Corp., S; Beltone Hearing Aid Co., S; Chrysler Corp., N-S; Comfort Mfg. Corp., S; Consolidated Royal Chemical Co., S; DL&W Coal Co., S; DeMert Dougherty Inc., S; Dwight-Edwards Co., S; Eastco Inc., S; De-Frost-O-Matic, S; Dodge Dealers, S; Dr. Pepper Co., S; Electric Auto-Lite Co., N-S; Fehr Baking Co., S; Frito NY Inc., S; Galveston-Houston Breweries, S; Capitol-Frito Corp., Maryland, S; General Shoe Corp., S; Griesedieck Brewery Co., S; Hancock Oil Co., S; Hollywood Candy Co., S; Lewis-Howe Co., S; Janney-Semple-Hill Co., S; Kentile Inc., S; Krey Packing Co. Inc., S; Kroger Co., S; Lever Bros., N-S; M & C Foods Inc., S; Thos. J. Lipton Inc., US-S; Linco Products Distributing Co., S; Motorola Inc., N-S; Arthur Murray School of Dancing, S; Nalley's Inc., S; Oshkosh B'Gosh Co., S; Palm Beach Co. (Goodall), S; Pharmacraft Corp., S; Quaker Oats Co.; Reddi-Whip Inc., S; Reliance Mfg. Co., S; Morris B. Sachs Inc., S; Jacob Schmidt Brewing Co., S; A. E. Staley Mfg. Co.; Sidney Weber Inc., S; Wm. Wrigley & Co., S; J. F. Goodwin Inc., S; So Good Potato Chip Co., S; Sugardale Provisions, S.

Page 287—Insert Victor Van Der Linde Co., 683 Fifth Avenue, New York 22, N. Y. Tel.: Eldorado 5-5185. Television Dept.: Agnes Kingsley, director of TV. TV accounts: Morgan-Jones Kitchen Cottonn (S-R); Farberware (S-R); Dolcin Corp. (S), and Mattlage Sales Corp. (S-R).

* * *

Further BROADCASTING YEARBOOK Addenda:

Page 84—Address of KMJ - AM - FM Fresno, Calif., should read 1559 Van Ness Avenue.

Page 91—Eleanor McClatchy should be listed as president, rather than owner, of KFBK Sacramento. Address should read 708 I Street.

Page 218—Substitute name of T. J. Snowden Jr. as general manager of WCPS Tarboro, N. C.

Goodwill Industries

RADIO and TV promotion will be sought by Goodwill Industries, which employed 18,000 handicapped persons last year in repair of worn out articles for resale, according to Robert J. Enders Adv., Washington, representing Goodwill Industries. A quarter-hour transcribed show, *8:30—USA*, featuring Kate Smith and Morgan Beatty, plus transcribed spots and a TV film showing work done by the handicapped at Goodwill workshops, are to be distributed to radio and TV stations all over the country. The campaign also will include live spots.

MEDIA CREDIT

Houston Meet Conside

CREDIT discussions will be led by three credit managers of combination media operations at the May 1 program of the newspaper-radio-TV advertising media group of the National Assn. of Credit Men's Credit Congress May 11-15 at Houston, Arthur F. Gerecke, chairman of the group and credit manager of the *St. Louis Post Dispatch* and KSD-AM-TV St. Louis, has announced.

Thomas McFarland, first vice chairman of the combined media group and credit manager of the *Milwaukee Journal* and stations WTMJ-AM-TV Milwaukee, will head the discussion on "Cost of Credit Departments and Efficiency of Their Procedures," with participants including Stannard M. Butler and Clarence W. Pierson, credit managers of the *Schenectady* (N. Y.) *Union Star* and the *Minneapolis Star-Tribune*, respectively.

Discussion on "Coast-to-Coast Round-Up of Business Prospects and Their Effect on Credits and Collections" will be led by Robert T. Holman, credit manager of the *Cleveland Press* and WEWS-AM-TV Cleveland, and credit managers C. S. Hograth, *Chicago Tribune;* Robert R. Gramm, *Washington Times-Herald;* Clifford D. Scherer, *Houston Post;* Gilbert W. Sites, *Los Angeles Times* and KTTV (TV) there, and Mr. Pierson.

"Credit Problems of Radio and Television" will be led by Harry E. Hull, credit manager of *Detroit News* and WWJ-AM-TV Detroit with participants including Paul F. Benton, comptroller of KMO Tacoma-KIT Yakima, Wash., and William F. Budde, credit manager, KWK St. Louis.

An afternoon panel discussion on "Trends, Problems and Procedures in Advertising Agency Credit and Recognition" will be led by W. A. Lightbody, agency credits and accounts manager, *Chicago Tribune*, with Mrs. Hermine A. Fischer, credit manager, *Christian Science Monitor*, Boston, and Joseph Burg, credit manager, ANPA, New York.

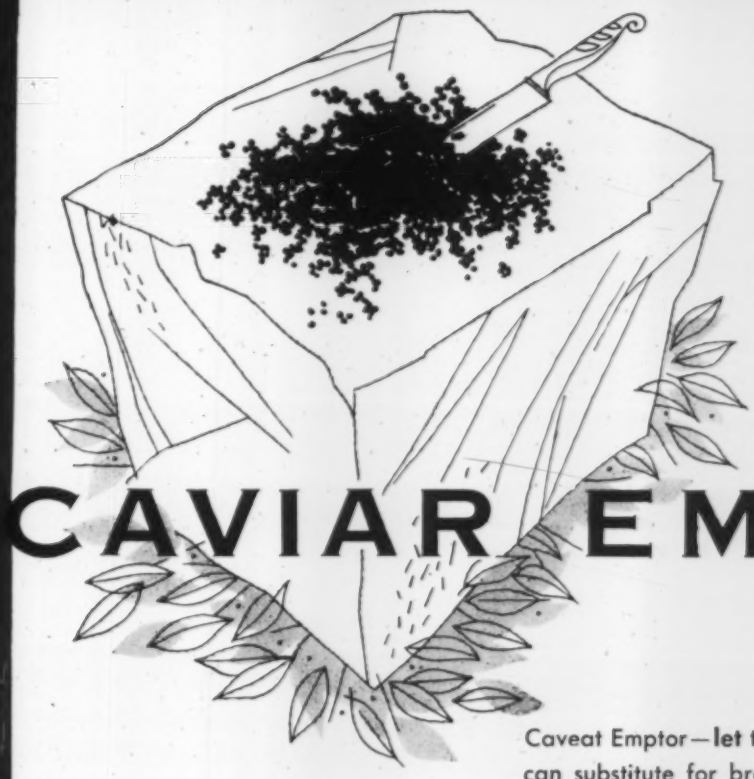
Leigh E. Ore

LEIGH E. ORE, 63, former manager of WJSV (now WTOP) Washington, died April 13 at Garfield Hospital there following a heart attack. At the time of his death, Mr. Ore was national representative of the American Cancer Society in Washington. Prior to 1933, he was manager of WJSV. Survivors include his wife, Emily, a daughter and a son.

This Summer
wherever you go
There's Radio
→ *See Centerspread This Issue* ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER
WCKY CINCINNATI

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC

TELECASTING



CAVIAR EMPTOR!

Caveat Emptor—**let the buyer beware** if he thinks caviar can substitute for bread and butter—or glamour TV for dollar value.

Let him beware if he is paying fancy television prices—and getting little for his money but fancy.

Either TV works for you at a reasonable, economical cost—either you get dollar-for-dollar advertising value for your investment—or it's not worth a salty roe.

Du Mont has no champagned attitude towards television. Whether it's time, program, facility or production costs—item for item, Du Mont gives sponsors real value for their money. Because Du Mont costs are always realistic, always reasonable, an advertising budget on the Du Mont Television Network pays off in results, not in fancy.

If you find that you are paying for glamour when you should be paying for sales, then let Du Mont show you how to make your TV budget work for you on a bread and butter basis. Let Du Mont show you how to get the greatest value in television advertising today.

DU MONT

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y.

MU 8-2600

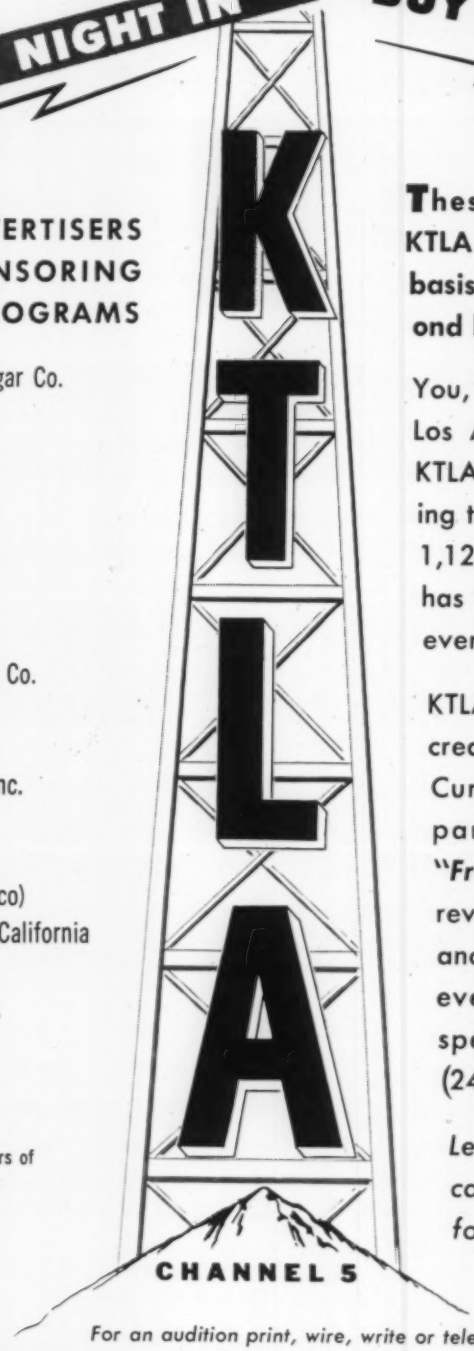
A Division of

The Allen B. Du Mont Laboratories, Inc.

in our 7th year

THE BEST ADVERTISING BUY IN LOS ANGELES

ANY NIGHT IN THE WEEK!



NATIONAL ADVERTISERS WHO ARE SPONSORING K T L A PROGRAMS

American Cigarette & Cigar Co.
Bristol-Myers Co.
Frito Company, Inc.
General Electric Co.
General Foods Corp.
Gruen Watch Co.
Gordon Baking Co.
Kellogg Company
Liggett & Myers Tobacco Co.
Minute Maid Corp.
Pabst Sales Co.
Pearson Pharmacal Co., Inc.
Pillsbury Mills, Inc.
Servel, Inc.
Shell Oil Co. (San Francisco)
Standard Oil Company of California
United Air Lines, Inc.
Van Camp Sea Foods, Inc.
White Rock Corp.
Youngstown Kitchens—
Mullins Mfg. Corp.

(Eleven are sponsors or co-sponsors of "live" KTLA-developed programs.)

These national advertisers buy KTLA programs on a participating basis to get best results in the second largest video market.

You, too, can do better with spot in Los Angeles. You can do best on KTLA, the station consistently attracting the lion's share of Los Angeles' 1,125,000 television homes. KTLA has topped every audience survey every month for the past five years.

KTLA knows its market and has created its own top-rated shows. Current availabilities include a participating sponsorship in ***"Frosty Frolics,"*** spectacular ice revue (25.6 March ARB rating), and another in the established Sunday evening sales-producer — the sparkling ***"Bandstand Revue"*** (24.5 March, 1952 ARB rating).

Let us tell you how and why KTLA can do the outstanding sales job for you in this 7-station market.

For an audition print, wire, write or telephone . . .

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Offices · 1501 Broadway, New York 36 · BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA Paramount Television Productions, Inc.

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

Write for a copy of "The Story of the Fabulous KTLA," just off the press.

TELECASTING

APRIL 21, 1952

JOINT TV BIDS

Chairman Walker Expresses Concern

POSSIBILITY that the FCC might permit merger of AM applicants for TV and discount a possible duopoly situation [B•T, Feb. 4] was dashed somewhat last week when an exchange of correspondence on the subject was made public by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee.

Senator Johnson wrote FCC Chairman Paul A. Walker March 12 and posed four questions concerning the possibility of two or more Denver AM operators joining together to apply for TV.

Chairman Walker's reply the next day indicated the Commission had not considered the problem. He did say, however, there had been some inquiries and discussion by some staff members with outside lawyers.

Significant portion of Chairman Walker's reply was contained in these words, which may be taken to indicate his attitude: "... I have been particularly concerned with the protection of the public against the dangers of excessive concentration of control over the mediums of mass communication."

At the time Chairman Walker replied to Senator Johnson, he emphasized that the Commission was working on the final TV allocation report and was not likely to have time to consider the problem until after the TV freeze was lifted.

He did say, though, that the consolidation of AM applicants was undoubtedly going to occur to "quite a number of AM operators."

"And it is a problem that the Commission is going to have to formulate a policy for," he added.

It is understood that as of last week the FCC has not yet taken the subject up.

In some quarters, it is felt that a decision should be formulated and announced by the Commission within the next few weeks. This would aid TV applicants preparing to apply during the pre-July 1 waiting period, it was pointed out. Unless that is done, there will be no way for applicants to know whether a merger of AM interests is legal or not in the FCC's eyes.

Merger of AM stations for TV is based on two factors: High cost of TV construction and operation and as a method of overcoming protracted hearings where the number of applicants exceeds the number of available TV channels. A joint applicant would have more funds than single applicants, it was pointed out. Also noted was the possibility that combinations might eliminate need for hearings.

It is emphasized by those who are eager for Commission approval of this type of merger that although a TV station might be owned by the same people who also own two or more AM stations, the AM stations would be owned individually and the joint ownership would extend no further than the TV station. The AM stations would continue to be operated separately and competitively, they point out.

Although the Commission has taken no stand on the question, nor has it considered it, discussion with some FCC staff executives indicated they feel such a merger would call into force the duopoly provisions of the FCC rules. This prohibits same owernship (or control) of more than one broadcast station in the same city. The Commission does permit a single owner to have individual AM, FM and TV stations in the same city.

Only application that might fit the description of merged AM applicants is that of KVOR Colorado Springs and KGHF Pueblo, Col. [B•T, March 10]. KVOR and KGHF plan a joint TV station mid-way between the two cities. Whether the Commission will consider this in the same light as a merger of two AM stations in the same city is unknown.

Text of Senator Johnson's letter to Chairman Walker follows:

It is my understanding that most of the radio stations licensed to serve the Denver area have filed, or are planning to file, individual applications for licenses to operate a television station. However, there are twice as many of these radio stations as there may be channels allocated to Denver. This must result in long drawn-out hearings and endless litigation.

If these applications could be joined so that the actual number of applications for Denver television licenses

(Continued on page 101)

'SHORT-TERMER'

Lowman Was Director, Once

LAWRENCE W. LOWMAN, CBS vice president, last Wednesday enjoyed what may be the shortest board directorship in the history of that organization. He was elected Wednesday afternoon and then, per agreement, he promptly resigned after the stockholder meeting.

His nomination (and election) came when the management, seeking to retain one vacancy on the board while re-electing all incumbents, was confronted with an unexpected nomination from the floor: A representative of the Assn. of Women Shareholders proposed Mrs. William S. Paley, wife of the CBS board chairman, for vacancy.

Executive Vice President Joseph H. Ream, countering with the Lowman nomination, explained that the management wished to keep one directorate vacant and that Mr. Lowman, as soon as elected by proxies already in hand, would resign from the board. He did.

Directors re-elected: Prescott S. Bush, Bruce A. Coffin, Lloyd H. Coffin, J. A. W. Iglehart, Samuel Paley, Joseph H. Ream and Dorsey Richardson, all of whom were chosen by Class A stockholders; and Frederick L. Chapman, David H. Cogan, Ralph F. Colin, James B. Conkling, Leon Levy, Edward R. Murrow, William S. Paley and Frank Stanton, elected by Class B stockholders.

President Stanton presided in the absence of Chairman Paley, whose government duties prevented his attendance.

CBS-TV EXPANSION

Stanton Tells Plans

IN ITS bid to achieve station-ownership parity with its rivals, CBS-TV will prosecute applications for new TV stations in markets where it owns radio outlets without television — specifically San Francisco, St. Louis and/or Boston —President Frank Stanton told the annual CBS stockholders meeting last Wednesday.

In response to questions, Mr. Stanton pointed out that CBS now owns WCBS-TV New York, KNXT (TV) Los Angeles and 45% of WTOP-TV Washington; is seeking FCC approval for purchase of WBKB (TV) Chicago and for a merger arrangement which would give it 47% of WCTN-TV Minneapolis-St. Paul, in addition to its purchase of 45% interest in KQV Pittsburgh, which has a TV application pending [B•T, March 10].

Mr. Stanton noted that FCC rules permit a single entity to own as many as five television stations outright—the number owned by NBC and ABC—and that new rules have been proposed dealing with ownerships of minority interests or combinations of majority and minority interests.

In answer to other questions from stockholders, the CBS head expressed the view that it is too early to predict whether TV programming of the future is going to be predominantly live or predominantly film, though he did voice a firm opinion that keeping coaxial cables and radio relays on "standby" duty for special events, while filming all other programs, would impose a severe economic burden.

Denies Cancellations

He renewed protests of officials of CBS-TV and other networks that reports of widespread TV cancellations by sponsors are misleading. He pointed out that this season is traditionally an unsettled one among advertisers and cited CBS-TV's recent report that its business is at an all-time high with sales the first two months of this year running 95.7% ahead of those for the same period last year [B•T, April 7].

Mr. Stanton said he knew of only 1½ nighttime hours on CBS-TV that are not being retained by present sponsors through the summer. Asked specifically about published reports that Pepsi-Cola plans to give up its Saturday night half-hour on CBS-TV when current contracts expire, he said CBS-TV had received no notice to that effect and pointed out that sponsors are not required to give notice until a month before the end of contracts. Pepsi-Cola has eight or nine weeks to run.

He reviewed the color TV situation at a stockholder's request, noting that the CBS system is the only one authorized by FCC even though production of color sets has been halted by the National Production Authority. He said he assumed other manufacturers will apply for FCC approval of their compatible system if they feel it is superior, but pointed out that as yet they have not done so.

Members of the CBS board were re-elected at the meeting (see story this page).

TV Thaw Comments

Joseph H. McConnell, president of National Broadcasting Co.: "We are on our way to a truly national television service." He added that "As the audience grows, the economic structure of the industry will be broadened and strengthened. And this new strength will be translated into improved programs, into technical advances, into wider coverage of world and national events and personalities."

J. L. Van Volkenburg, president of Columbia Broadcasting System Television Network: "Within the foreseeable future television will become a nationwide medium bringing news, information and entertainment into added millions of homes from coast to coast." He added that the freeze-lift "marks one of the most historic dates in the progress of mass communications."

T. F. Flanagan, managing director of the National Assn. of Radio and Television Station Representatives, New York: Representation organizations "are delighted at the lifting of the freeze" and "have already installed the machinery with which to sell and service spot TV to advertisers and advertising agencies." Radio will feel the impact but "The overall general prognosis is the generous use of radio for national advertising." National spot TV already "enjoys a healthy volume which will grow in a sharply rising line as each new TV station goes on the air."

Harry Kopf, NBC vice president and general manager of WMAQ and WNBQ (TV) Chicago: "Better programs are likely to result. . . . The day is coming when television networks will be able to select program origination points almost at will. . . ."

John H. Mitchell, general manager, WBKB (TV) Chicago: "The TV freeze lift is wonderful. An added factor is the establishment of an educational TV station in Chicago. WBKB will be more than happy to contribute personnel to the universities and colleges in helping them get this station started."

J. Harry LaBrum, president of the Chamber of Commerce of Greater Philadelphia, upon the failure of the FCC to allocate any additional VHF channels to that city than were proposed in the FCC Third Notice: "The allocation of four UHF channels to Philadelphia does not remedy the gross discrimination against the city. . . . The development of UHF transmitters and receivers will require time and will not answer the needs of Philadelphia now or in the foreseeable future."

Albert M. Greenfield, chairman of the Chamber's board, referring to Philadelphia's number of TV sets in use, second only to New York and "possibly" Los Angeles: "Perhaps Philadelphia cannot yet be called the 'Television City.' But we believe we have a better claim to the title than does any other community."

On Capitol Hill, from chairmen of the Senate and House Interstate & Foreign Commerce Committees:

Sen. Ed C. Johnson (D-Col.), Senate committee chairman: "When are we going to get TV licensed . . . unless we get additional examiner teams it will be many more months." Television, he said, would not blanket the non-serviced parts of the U. S. until some 20 "examiner teams" were engaged to process applicants at a favorable pace and that there were only seven such teams at FCC now.

Rep. Robert Crosser (D-Ohio), House committee chairman: "We want to see progress ahead. . . . I have confidence in the Commission. . . . It is my prediction that the FCC's report will prove to be good. . . ."

From the West Coast:

Louis D. Snader, president of Snader Telescriptions Corp., Beverly Hills: "Our vista was never 109 TV stations. This is a 2,500-station country."

Basil Grillo, vice president in charge of production, Bing Crosby Enterprises: "The long promised freeze lifting will result in the greatest demand for film products in TV's history."

Don Fedderson, general manager, KLAC-TV Hollywood and president, Television Broadcasters of Southern

(Continued on page 99)

APPLICATIONS

New and Amended Bids Received

FIRST week following the issuance of FCC final TV allocations report [B•T, April 14], saw 15 new and amended applications for television outlets filed with the Commission. Of these, nine were new.

There were four requests for UHF stations, three of which were new.

★

Among the nine new applications was one from WINR Binghamton, headed by the mayor of that New York industrial city. Greer & Greer, a firm which has interests in several southwestern theatres, applied for two stations in New Mexico—one in Albuquerque and another in Santa Fe. And James A. Noe, former governor of Louisiana, asked for an outlet in Monroe, La., where he owns KNOE.

Binghamton Mayor Donald W. Kramer has 10% interest in WINR, which applied for UHF Channel 40. E. R. Vadeboncoeur is WINR vice president; he is also vice president and general manager of WSYR Syracuse. N. L. Kidd, treasurer of WINR, has 25% interest in management group of WNDR Syracuse and owns stock in WELI New Haven, Conn.

Firm of Greer & Greer, composed of E. John Greer and Saloma S. Greer, has no radio or television interests but has interests in motion picture theatres in Santa Fe and Denver, in addition to real estate holdings. Cost of the two TV stations, on Channel 7 in Albuquerque and Channel 2 in Santa Fe, would total nearly $683,000.

Mr. Noe, owner of WNOE New Orleans and KNOE Monroe, La., plus 50% interest in KOTN Pine Bluff, Ark., applied for Channel 4 for Monroe.

First application after the freeze—an amended one—was for Channel 8 in St. Petersburg, Fla., filed by WTSP-AM-FM (see story this page).

For other new applications and amended applications, see opposite page.

PATHÉ TV PLAN

Offers 4-Film Package

COOPERATIVE film syndication plan was announced Tuesday by Pathé Television Corp. President Bruce Eells, who said his organization will supply film financing, would distribute films of established producers and share residual income of TV films with stations signing for them now.

Pathé currently plans four half-hour film packages, the first three to be available Oct. 1: A comedy story with music, starring Spike Jones and band; *Passport to Danger*, spy drama property owned by the Swedish firm of A. B. Kinocentralen, Stockholm, and to be produced for TV in Europe; *Pathé Playhouse*, a series of unrelated dramas to be produced in Sweden by Robert B. Spafford, president of Skyline Productions; and the tentative *Rainbow Riley*, a Western which may be produced by Cy Roth of Coyt Productions, Hollywood. Initial budgets for the distribution firm have been set at $3 million per year.

Pathé TV will sell the four films as a single package, Mr. Eells explained, to a probable 30-40 stations in existing markets on a cost basis. Subscriber stations would receive rights to three exclusive runs of each program in their locality during an overall period, probably two years.

POST-THAW

'First' Application Filed With FCC by WTSP

FIRST TV application following the FCC's end-of-freeze report [B•T, April 14] was filed at 8:30 a.m. April 15 by WTSP St. Petersburg, Fla. Station amended its pending application to ask for Channel 8 with 316 kw, 421 ft. antenna height above average terrain in lieu of Channel 5 with 16.8 kw, 417 ft. antenna height.

★

It proposed to spend $541,550 on construction (it already has the land), $278,000 for first year's operating expenses and expects to take in $175,000 during the first year. Equipment will be RCA.

Station is owned by Nelson P. Poynter, who is also owner of the *St. Petersburg Times* and the *Congressional Quarterly*, published in Washington, D. C. F. J. Kelly is vice president and general manager of Pinellas Broadcasting Co., licensee of WTSP-AM-FM. Application was filed by the Washington law firm of Miller & Schroeder.

Meanwhile, the FCC ran out of revised application forms by Tuesday of last week after it had handed out 4,000 sets—mostly to eager, hurried Washington radio attorneys and consulting engineers.

Additional print run of 5-7,000 was ordered and is not expected to be available until early this week. Since each application must be filed in triplicate, the 4,000 forms handed out during the first two days of last week might be considered to mean 1,333 applications on the way to the Commission. Actually, most applications are made up with six copies—the applicant, his law firm and consulting engineer each holding a copy in addition to the three filed with the FCC.

* * *

F. J. Kelly (l), general manager-executive vice president of WTSP and station's attorney, Neville Miller, wait outside FCC office early Tuesday to file first TV application since TV thaw. Mr. Kelly holds FCC's Sixth Report in his right hand, WTSP application in left.

television applications

Digest of Those Filed With the FCC April 14 through 17

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total
Applications filed since April 14	11	4	15

Listed by States

†DENVER, Col.—Aladdin Radio & Television Inc., Ch. 7 (174-180 mc), ERP 57.5 kw visual; antenna height above average terrain 970 ft., above ground 187 ft. Estimated construction cost $377,505, first year operating cost $683, 048, revenue not estimated. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer, E. C. Page, Washington. Applicant is licensee of KLZ-AM-FM Denver. Principals include: President Harry E. Huffman (13.3%), owner of 66% interest in Winters-Huffman Drug Store, and Executive Vice President Hugh B. Terry (16%).

†HARTFORD, Conn.—The Travelers Bcstg. Service Corp., Ch. 3 (60-66 mc) ERP 100 kw visual; antenna height above average terrain 826 ft., above ground 450 ft. Estimated construction cost $608,896, first year operating cost $455,096, revenue $400,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WTIC Hartford. Principals include: President Jesse W. Randall and Vice President and General Manager Paul W. Morency. Travelers Insurance Co., Hartford, owns 100% of stock.

†ST. PETERSBURG, Fla. — Pinellas Bcstg. Co., Ch. 8 (180-186 mc), ERP 316 kw visual; amended engineering data not submitted, except that antenna height above ground will be 457 ft. Estimated construction cost $541,550, first year operating cost $278,000, revenue $175,000. Make and type of equipment not specified in amended application, except that antenna will be RCA. Legal counsel Miller & Schroeder, Washington. Engineer F. J. Kelly, St. Petersburg. Applicant is licensee of WTSP-AM-FM St. Petersburg. Principals include: President Nelson Poynter (96%), owner and publisher of *St. Petersburg Times* and co-editor and publisher of *Congressional Quarterly*, Washington, D. C. Mr. Kelly also is executive vice president and general manager of WTSP-AM-FM.

TOPEKA, Kan.—S. H. Patterson, Ch. 13 (210-216 mc), ERP 25.2 kw visual; antenna height above average terrain 534 ft., above ground 537 ft. Estimated construction cost $174,231.23, first year operating cost $225,000, revenue $250,000. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel P. W. Seward, Washington. Consulting engineer Radio Engineering Co., San Francisco. Applicant is licensee of KJAY Topeka and KSAN San Francisco; owner of both is S. H. Patterson, who has various real estate holdings.

MONROE, La.—James A. Noe, Ch. 8 (180-186 mc), ERP 96.5 kw visual; antenna height above average terrain 575 ft., above ground 574 ft. Estimated construction cost $331,921, first year operating cost $214,690, revenue $195,260. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Roberts & McInnis, Washington. Consulting engineer McIntosh & Inglis, Washington. Applicant is licensee of WNOE New Orleans and KNOE Monroe. Owner is James A. Noe, 50% owner of KOTN Pine Bluff, Ark., who has interest in various oil and gas companies in addition to radio interests.

DULUTH, Minn. — Red River Bcstg. Co., Ch. 3 (60-66 mc), ERP 25.6 kw visual; antenna height above average terrain 813½ ft., above ground 558 ft. Estimated construction cost $283,501, first year operating cost $175,000, revenue $200,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Millard M. Garrison, Washington. Applicant is licensee of KDAL Duluth. Principal in applicant firm is President and Treasurer Dalton LeMasurier (70%), general manager of KDAL and 79% stockholder and president of WQUA Moline, Ill.

ALBUQUERQUE, N. M.—Greer & Greer, Ch. 7 (174-180 mc), ERP 111 kw visual; antenna height above average terrain 4,152 ft., above ground 274 ft. Estimated construction cost $352,123, first year operating cost $160,000, revenue not estimated. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Wichita, Kan. Consulting engineer A. D. Ring & Co., Washington. Principals include: E. John Greer (50%), who has interest in nine theatres in Santa Fe and Denver, and Saloma S. Greer (50%), who has interest in four Santa Fe theatres; both have real estate holdings and interests in Santa Fe and Albuquerque.

SANTA FE, N. M.—Greer & Greer, Ch. 2 (54-60 mc), ERP 52.8 kw visual; antenna height above average terrain 419 ft., above ground 600 ft. Estimated construction cost $330,753, first year operating cost $120,000, revenue not estimated. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Wichita, Kan. Consulting engineer A. D. Ring & Co., Washington. Principals include E. John Greer (50%), who has interest in nine theatres in Santa Fe and Denver, and Saloma S. Greer (50%), who has interest in four Santa Fe theatres; both have various real estate holdings and interests in Santa Fe and Albuquerque.

BINGHAMTON, N. Y.—Southern Tier Radio Service Inc., UHF Ch. 40 (626-632 mc) ERP 171 kw visual; antenna height above average terrain 598 ft., above ground 440 ft. Estimated construction cost $245,714, first year operating cost $202,625, revenue $212,000. Studio equipment GE, transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WINR Binghamton. Principals include: President Donald W. Kramer (10%), mayor of Binghamton, senior partner in law firm of Kramer, Night & Wales, and president of Hawthorne Heights Inc. (real estate development); Vice President E. R. Vadeboncoeur (12.7%), vice president of WSYR Syracuse, and Treasurer N. L. Kidd (12.6%), one-fourth interest in management group of WNDR Syracuse and stockholder in WELI New Haven, Conn.

DURHAM, N.C.—Durham Bcstg. Enterprises Inc., Ch. 11 (198-204 mc), ERP 200 kw visual; antenna height above average terrain 364 ft., above ground 441 ft. Estimated construction cost $310,000, first year operating cost $153,900, revenue $200,000. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Fletcher & Midlen, Washington. Consulting engineer Virgil D. Duncan, Raleigh, N. C. Applicant is licensee of WTIK Durham. Principals include: President Harmon L. Duncan (25%), owner of WHIT New Bern, N. C., and Vice President and Secretary J. Floyd Fletcher (50%).

FREMONT, Ohio—Wolfe Bcstg. Corp., UHF Ch. 72 (818-824 mc), ERP 23.52 kw visual; antenna height above average terrain 184 ft., above ground 261 ft. Estimated construction cost $145,000, first year operating cost $100,000, revenue $125,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer A. R. Bitter, Toledo, Ohio. Applicant is licensee of WFRO-AM-FM Fremont. Principals include: President Robert F. Wolfe (44%), paper jobber, and R. C. Force (0.20%) manager of WFRO.

JOHNSTOWN, Pa.—Rivoli Realty Co., UHF Ch. 56 (172-178 mc), ERP 85.8 kw visual; antenna height above average terrain 606 ft., above ground 540 ft. Estimated construction cost $187,300, first year operating cost $150,000, revenue $200,000. Studio equipment RCA, General Radio, Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of WARD-AM-FM Johnstown. Principals include: President-Treasurer Walter M. Thomas (12.5%), owner of 50% of Laurel Theatre and 33% of Roxy Theatre, both in Johnstown, and Secretary Margaret E. Gartland (57.5%), owner of 50% of Laurel Theatre, and 33% of Roxy Theatre and 50% of First National Bank Building, Johnstown.

†WILKES-BARRE, Pa. — Wyoming Valley Bcstg. Co., UHF Ch. 34 (590-596 mc), ERP 233 kw visual; antenna height above average terrain 1,004 ft., above ground 243 ft. Estimated construction cost $397,-500, first year operating cost $225,-000, revenue $250,000. Studio equipment GE, transmitter GE, antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer John Creutz, Washington. Applicant is licensee of WILK-AM-FM Wilkes-Barre. Principals include: President Isaiah C. Morgan, M. D. (12½%), Secretary and General Manager Roy E. Morgan (12½%), and Second Vice President and Station Manager Thomas P. Shelburne (12½%).

†MEMPHIS, Tenn.—Hoyt B. Wooten, d/b as WREC Bcstg. Service Ch. 3 (60-66 mc), ERP 100 kw visual; antenna height above average terrain 978 ft., above ground 1,050 ft. Estimated construction cost $500,216, first year operating cost $450,000, revenue $600,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WREC Memphis. Sole owner and licensee is Hoyt B. Wooten, who has no other interests.

SAN JUAN, Puerto Rico—Jose Ramon Quinones, Ch. 4 (66-72 mc), ERP 54.5 kw visual; antenna height above average terrain 317 ft., above ground 382 ft. Estimated construction cost $244,009.78, first year operating cost $125,000, revenue $200,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of WAPA and permittee of WPAA. Jose Ramon Quinones is sole owner; in addition to radio interests, he owns three Puerto Rico sugar cane farms and is president of Puerto Rico Farm Bureau.

Thaw Stirs Market

FCC's television freeze-lift announcement last Monday touched off a round of activity in radio-TV stocks, but the flurry was subsiding by mid-week. Trading in RCA common stock, for example, saw almost 70,000 shares change hands on Monday, while 23,400 were traded Tuesday and 11,600 on Wednesday. Prices which were up at the outset appeared for the most part also to be settling back by the middle of the week.

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SIXTH REPORT

Clarification Policy Set

ALL REQUESTS for clarifications and interpretations of the FCC's voluminous and exacting Sixth Report and Order, which was issued last week [B•T, April 14], must be put in writing.

That was one of the first actions of the FCC following a week of heavy reading by broadcasters and their Washington legal and engineering counsel.

Commission sources said that they must be asked questions in writing so that their replies can be official and on the record. Otherwise, they fear that conflicting answers may be given to the same question.

Most of the inquiries verbally submitted to the Commission last week were matters answered in the decision, these sources said. Some of the questions raised led to these answers:

1. As of now it is impossible to judge when an applicant may get a grant. That won't be known until after the July 1 deadline for the beginning of processing when most of the applications will have been filed.

2. FCC will put out shortly after July 1 a list of cities and their positions on the various processing lines.

3. Definitely scheduled is work on the change of assignments for the 30 stations required to shift frequencies. If applications to accomplish this are accompanied by requests for maximum powers and antenna heights, those items will be processed at the same time the channel reassignments are.

4. Will FCC view sympathetically requests for rule-making at end of year to shift unused channels from one city to another where applicants await additional frequencies? Commission sources indicate uncertainty on this, claim that nobody has given it much thought. Answer is same regarding petitions to delete educational reservations on unused channels.

5. All applications do not have to be in by July 1. If filed after that date, they will be placed in the proper processing line. But if from a city without TV service now, those delaying may find all channels granted.

6. What happens to an application belonging to the Group B (1) processing line which is filed after the Commission completes actions on all applications in that group? Does it get priority over applications in Group B (2)? Answer is yes, it will be considered a Group B (1) application and receive priority over Group B (2) applications.

7. Grantees who have to return for modifications of CPs will be put into Group C, which will be started as soon as the first modification is received. Group C will be processed as soon as the first case comes in.

Question of how fast the various processing lines can be moved is the great unknown. At the present time, the Commission is understaffed and is awaiting Senate action on its requested $8 million 1953 budget. The House passed a $6 million appropriation, which is not only a cut of $2 million from the amount requested, but is actually $500,000 under present required levels.

Should the Senate not restore the House cut, the Commission will have to survey its activities, determine which will be cut down to shake loose personnel for the expected TV avalanche.

Commission officials vow that all personnel are loaded with work at the present time and that if any must be moved to tackle TV workload it will mean a virtual "freeze" on other activities—AM, amateurs, telephone and telegraph, etc.

FILM PRODUCTION

Stopped by CBS-TV

CONTINUING to own package, CBS-TV has withdrawn from production of TV films and turned over the half hour *Amos 'n' Andy* filming to Hal Roach Productions, which receives screen credit.

All personnel in the unit will now be carried on Hal Roach Productions' payroll. Series, since start in 1951, has been filmed at Roach Studios, with network renting technical facilities and carrying actors and directors on its payroll.

CBS-TV was the only network actually producing its own films. It now reverts to a policy maintained by other networks who farm out all film production to established motion picture producers.

AUTO DEALERS

Buy Drama-Sports Packages

AUTO dealers seem to be emphasizing heavy dramatic-sports packages, Milt Blink, executive vice president of United Television programs, said last week in reviewing spring sales of TV film programs.

Chrysler-De Soto dealers in Buffalo and Rochester had bought *Double Play With Durocher and Day* in their cities, while Harts Sales Corp., auto polish manufacturers, signed for the same program in San Antonio, Dallas, Houston, and Phoenix.

Dramatic *Royal Playhouse* series is currently on the air for Ford dealers in Davenport and Nash dealers in Pittsburgh. In its original version, *Fireside Theatre*, the same program is featured by the Clark-Smith Auto Sales Corp., in Phoenix.

Studebaker Dealers in Milwaukee have purchased a private detective series distributed by UTP, and Lou Levinthal, a used-car dealer in Indianapolis, is running a 5-minute dramatic-impact series, *Paradox* on WFBM-TV for 52 weeks. Sieberling Tires has purchased the *Big Town* series for Brownsville, Tex.

Cumberland-Nash dealers in Rochester struck out on an individual choice, Mr. Blink reported. They bought UTP's *Old American Barn Dance*.

GOAR MESTRE (l), president of Cu Television Network, Havana, Cub signs contract of affiliation wi NBC-TV as Sheldon Hickox Jr., dir tor of NBC television station rel tions, looks on. Contract is effecti April 15 and covers use of kinescop of NBC-TV programs.

ATOMIC BLASTS

Set for U. S. Showi

ATOMIC blast scheduled tomor row (Tuesday) at Frenchman Fla near Las Vegas, Nev., will be see by television audiences over th whole nation as a result of a publi service venture by the seven Lo Angeles TV stations.

The seven stations, comprising the Television Broadcasters o Southern California, will set up relays on a pool basis from th Frenchman Flat scene to Los An geles where live telecasts will b made available to the national net works.

Under the production supervisio of Klaus Landsberg, vice presiden and general manager of KTLA (TV) Los Angeles, the co-operative telecast will include the atomi blast itself and behind-the-scene interviews with troops participat ing in the atomic warfare maneu vers.

Equipment to relay the blast to Los Angeles has been dropped by helicopter on strategic mountain peaks, beginning with Mt. Charles ton, 8,000-ft. receiving point from Frenchman Flat. Relay then goes to Mt. San Antonio (Mt. Baldy) and to Mt. Wilson, site of the seven Los Angeles TV transmitters.

Cost of operation is estimated at more than $75,000.

NBC-TV in New York announced that it would carry a live telecast if arrangements are completed to relay the blast simultaneously.

CBS-TV said the explosion would be carried live.

ABC-TV spokesmen said the net work was not even planning to carry films of the atomic experi ment.

CBS Radio reported it would send commentators Robert Trout, Lowell Thomas and Dallas Town send to cover the event, with their broadcasts originating at KLAS Las Vegas.

MBS said it is sending a crew headed by Maj. George Fielding Elliot to work with the staff of KRAM Las Vegas.

The end of the Freeze can

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Plastic Props Are Boo To Production

(Report 212)

A PLASTIC resistant to water, fire, shattering and warping is being demonstrated by NBC which, with Studio Alliance, New York, theatrical supply house, has developed the compound for TV use in sets, props and costumes.

An opaque plastic—shown in fireproof flats two-thirds the usual thickness—can be painted repeatedly with glazed or dull finishes, thereby, since sizing is not necessary, saving one step in the usual painting process. Having the toughness but not the weight of wood, the plastic—like wood—can be nailed, sawed, planed and sanded.

It can be cast in molds to reproduce art objects—such as an antique urn or a hand-carved picture frame—with precise detail and a great saving in weight: a gilded bust weighing 15 pounds was reproduced in plastic weighing two pounds. Details can be cast so precisely, according to Arthur Segal, partner in Studio Alliance, that reproducing unwanted lines was initially a manufacturing problem.

A translucent plastic can also be used to create a marble-like texture and appearance or, with color introduced into the plastic mixture, stained glass windows. A transparent plastic, currently in development, will make it possible to build shatter-proof crystal chandeliers. An elastic plastic can be used for metallic chains and braids on military uniforms or ornate draperies —which themselves can be cast in plastic.

Cost of the process varies, with hand-made objects proving cheaper to date than tooled reproductions which require special machinery. In some instances—such as a portable antique vase—plastic is already cheaper than the usual and coarse papier maché, as well as more durable, Benjamin L. Webster, NBC manager of staging services, reported.

Durability of plastic props—which can be dropped without damage—is soon to be proved by Ringling Bros. circus, which has ordered ornately carved float-wagons coated with the processing, he added. The technique, developed over the last six months, was also used for some props in NBC-TV's presentation of the opera, *Amahl and the Night Visitors.*

'Lucy' Heads Nielsen In Homes Percentage

CBS-TV's *I Love Lucy* reached 9,561,000 homes and was viewed in 59.1% of all TV homes able to receive the program, according to A. C. Nielsen's second TV report for March. Based on two weeks ending March 22, complete ratin follow:

Rank	Program	
1	I Love Lucy (CBS)	
2	Texaco Star Theater (NBC)	
3	Red Skelton (NBC)	
4	Colgate Comedy Hour (NBC)	
5	You Bet Your Life (NBC)	
6	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	
7	Fireside Theater (NBC)	
8	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	
9	Your Show of Shows (Participating) (NBC)	
10	Philco TV Playhouse (NBC)	

Rank	Program	
1	I Love Lucy (CBS)	
2	Arthur Godfrey's Scouts (CBS)	
3	Red Skelton (NBC)	
4	Texaco Star Theater (NBC)	
5	Colgate Comedy Hour (NBC)	
6	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	
7	You Bet Your Life (NBC)	
8	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	
9	Fireside Theatre (NBC)	
10	Mama (CBS)	

Copyright 1952 by A. C. Nielsen Co.

New Camera Crane Aids TV Production

TV CAMERA crane claimed t have unusual versatility has bee announced by Houston-Fearles Corp., Los Angeles, which says th crane allows virtually every camer effect known to television, fro very high to very low "on the air fluid-motion shots, vertical and hor

(Continued on page 101)

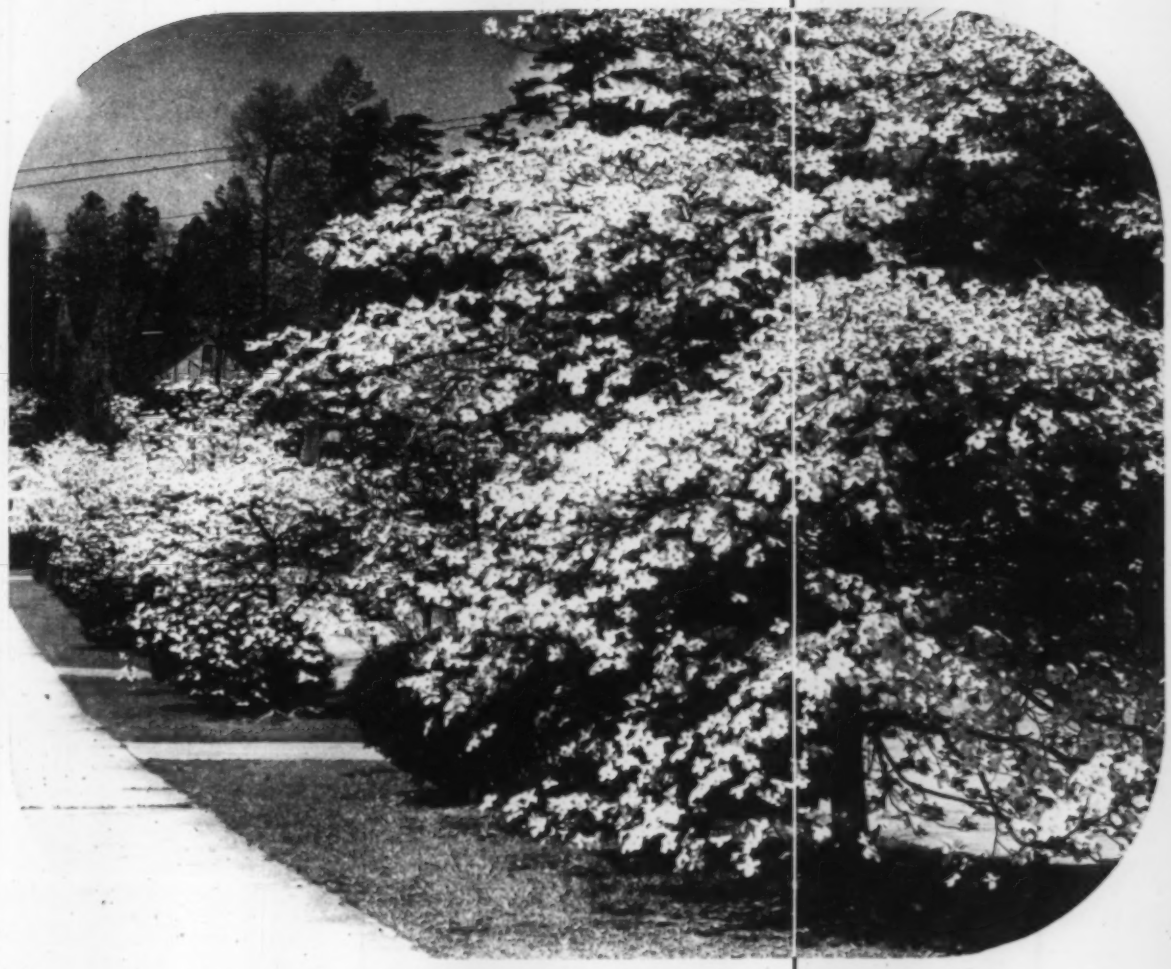
Weekly Television Summary—April 21, 1952—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	88,106
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	380,263
Binghamton	WNBF-TV	60,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	142,000
Boston	WBZ-TV, WNAC-TV	873,761
Buffalo	WBEN-TV	258,940
Charlotte	WBTV	138,999
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,116,386
Cincinnati	WCPO-TV, WKRC-TV, WLWT	342,000
Cleveland	WEWS, WNBK, WXEL	605,329
Columbus	WBNS-TV, WLWC, WTVN	222,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	160,415
Davenport	WOC-TV	96,000
Quad Cities Include Davenport, Moline, Rock Isa., E. Moline		
Dayton	WHIO-TV, WLWD	230,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	160,415
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	109,947
Houston	KPRC-TV	127,500
Huntington-Charleston	WSAZ-TV	80,350
Indianapolis	WFBM-TV	221,350
Jacksonville	WMBR-TV	55,000
Johnstown	WJAC-TV	144,116
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	201,846
Lancaster	WGAL-TV	149,064
Lansing	WJIM-TV	90,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	146,1
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	19,2
Memphis	WMCT	136,8
Miami	WTVJ	113,0
Milwaukee	WTMJ-TV	328,0
Minn.-St. Paul	KSTP-TV, WTCN-TV	321,4
Nashville	WSM-TV	68,4
New Haven	WNHC-TV	250,0
New Orleans	WDSU-TV	89,1
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,4
Norfolk	WTAR-TV	112,5
Oklahoma City	WKY-TV	125,7
Omaha	KMTV, WOW-TV	136,2
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,031,9
Phoenix	KPHO-TV	55,1
Pittsburgh	WDTV	389,0
Providence	WJAR-TV	285,0
Richmond	WTVR	118,0
Rochester	WHAM-TV	140,1
Rock Island	WHBF-TV	91,5
Quad Cities Include Davenport, Moline, Rock Isa., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	75,9
San Antonio	KEYL, WOAI-TV	73,2
San Diego	KFMB-TV	130,0
San Francisco	KGO-TV, KPIX, KRON-TV	348,5
Schenectady-Albany-Troy	WRGB	206,4
Seattle	KING-TV	139,3
St. Louis	KSD-TV	390,5
Syracuse	WHEN, WSYR-TV	174,7
Toledo	WSPD-TV	158,0
Tulsa	KOTV	111,9
Utica-Rome	WKTV	70,0
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	354,1
Wilmington	WDEL-TV	100,4

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 16,887,5

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may b partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companie and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas ar necessarily approximate.



The Atlanta market is a beauty in more ways than one. So far as we know, the city's famed dogwoods bear no particular significance to sales . . . but did you ever notice how much better work does seem to go amid pleasant surroundings? One of these more pleasant things about doing business in Atlanta is a television set-up that pampers an advertising budget. Telecasting over Channel 2 with 50,000 watts from the world's tallest television tower, WSB-TV delivers a package that makes sense to cost-conscious time buyers. Let one of us show you WSB-TV's coverage pattern and tell you about the production facilities we have for you.

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wsb-tv

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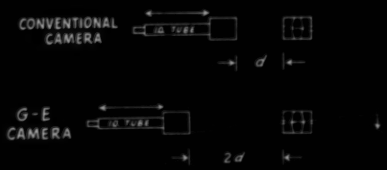
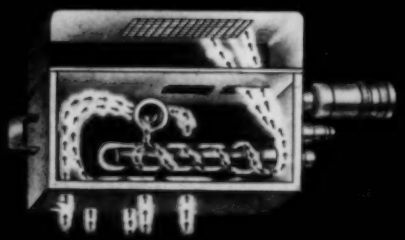
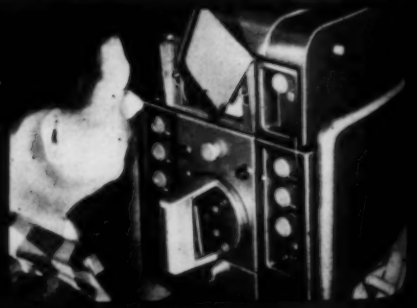


Closer Focus For GREATER MAGNIFICATION

FIG. 1—TWICE THE BACK FOCAL TRAVEL





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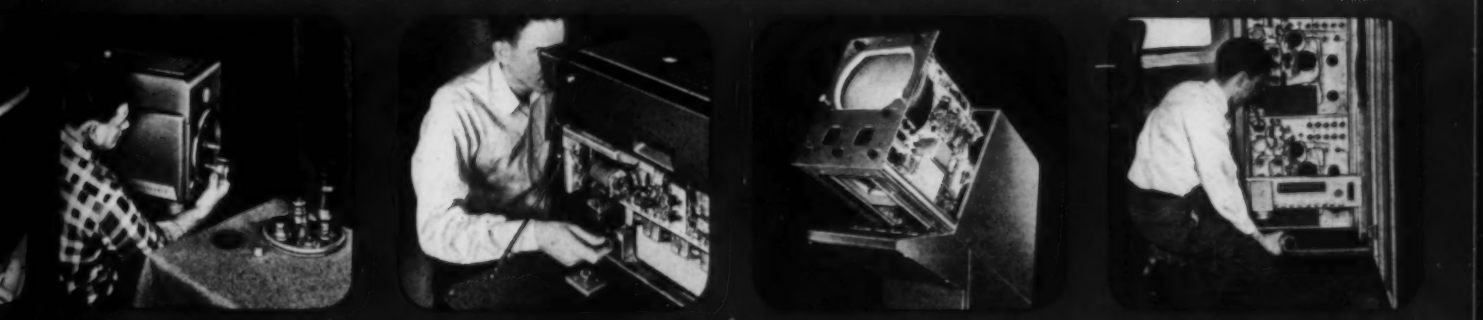
E D in new G-E studio camera channel!

ALREADY in production and already in service, General Electric's Type PE-8-B represents another major engineering achievement in television from Electronics Park, world center for electronics research and development. Feature by feature—to give you unprecedented picture quality and simplicity of operation—this channel is far ahead of anything in its field today!

Check the advantages listed below. Compare them, point by point, with those of any other camera channel. Then call your G-E Broadcast Man and ask to see this new unit in action.

- ✓ **Twice the back focal travel** of conventional cameras! Now, for the first time you can focus on closer subjects with a long focal length lens. (See Fig. 1)
- ✓ **Silent blower** permits close-up operation without microphone pick-up.
- ✓ **Special shielding** around yokes and blower motor prevents picture distortion by eliminating effect of stray magnetic fields.
- ✓ **Faster lenses supplied at no extra cost!**
  50 mm – f2.3 100 mm – f2.3 152 mm – f2.7
  ✓ Lenses are positively indexed.
- ✓ **Circuits provide sweep failure protection** for your $1200 I.O. tube. ✓ Quick change sweep expansion switch prevents underscanning effects on the face of the tube.
- ✓ **Lens versatility.** More than 15 different TV lenses can be mounted without special adaptation.
- ✓ **Stabilized and friction-damped turret** prevents oscillation or sagging when shifting lenses or tilting camera.
- ✓ **Automatic engagement of focus control** when side door of camera is closed.
- ✓ **Low center of gravity in camera** and Fearless pan and tilt head assure stability and smooth operation.
- ✓ **Focus handle clutch** protects against damage and misalignment.
- ✓ **Removable I.O. yoke** with ball-bearing slide assembly and plug-in electrical connections.
- ✓ **Microphonics minimized.** No signal circuits included in control console.
- ✓ **Average brightness measurements** of channel picture can be made at the channel amplifier.
- ✓ **14 kv independent power supply** for monitor picture tube. ✓ Calibration input terminals supplied.
- ✓ **Change-over switch** for composite or non-composite signals.
- ✓ **Waveform monitor** includes IRE calibration scale.
- ✓ **Simultaneous vertical and horizontal waveform presentation.**
- ✓ **Large quiet blower** provides ample monitor cooling.
- ✓ **Entire channel is factory-wired,** with all plug-in interconnections.



You can put your confidence in—

GENERAL ELECTRIC

EDUCATORS, JCET

TV Thaw Is 'Challenge'

FCC has spun the wheel of fortune for TV station-minded educators throughout the nation but the question remained last week whether many institutions would get their blue chips on the table within the prescribed one-year time limit.

While a number of prominent educators, including representatives on the Joint Committee on Educational Television, expressed themselves as highly gratified over the FCC's non-commercial educational reservations, they made plain they did not regard the allocations as a "victory" *per se* but as a decision within the province "of the public interest" and a challenge to education.

The Commission set aside 242 reservations for non-commercial educational stations, of which 80 or 13% are earmarked for VHF [B•T, April 14]. Processing starts July 1.

Despite the concern over finances, educational groups were urged to apply immediately for precious frequencies within the structure of FCC's table of assignments—"even before funds are available" lest they "inevitably be lost" by remaining "fallow."

Estimate 15 to File

JCET, prime mover in the educators' drive, with the help of a $90,000 grant from the Fund for Adult Education of the Ford Foundation, estimates perhaps 15 organizations may file this year for educational outlets—and at least half "should get in substantial readiness" to file.

Losing no time once FCC announced its allocations plan, educational leaders and JCET officials called a news conference in Washington last Monday.

JCET announced that the final TV allocations plan "retains the principle of reservations" it had proposed before the Commission, and lauded the FCC "for creating a television allocation plan which will provide [the American people] with wider access to the benefits of education."

Submitting to questioning were Ralph Steetle, JCET executive director, and other committee representatives, and spokesmen for U. S. Office of Education, National Assn. of Educational Broadcasters, National Education Assn. and Assn. for Education by Radio-Television.

Mr. Steetle told BROADCASTING • TELECASTING that perhaps a dozen groups or institutions now are seeking educational stations in such cities as Houston, Milwaukee, San Francisco, Detroit, Los Angeles, DeKalb (Ill.), Columbus, Champaign (Ill.) and others.

Among universities expected to file shortly for channels are U. of Missouri (no educational channel reserved by FCC), Michigan State College, U. of Illinois, Ohio State U., U. of Kansas, State U. of Iowa, U. of Southern California, Wichita U., Houston U. and Southern Illinois U.

Statewise, several state education departments have joined other groups for "initial steps" in New York, New Jersey, Connecticut, Michigan, Wisconsin, Oregon, California, Ohio, Washington, Texas and others.

Mr. Steetle, while expressing no such sentiment during the news conference, told this publication he wanted to stress that "commercial television stations have done a good job" in presenting educational fare but that there is no question of overlap in programming.

"The interest of the Ford Foundation, additionally, will continue unabated in this program to facilitate the establishment of an educational system of television broadcasting," Mr. Steetle said. He said this interest implies "financial support" in instances involving educational groups in need of funds.

In his prepared statement, Mr. Steetle praised the FCC for its attitude and expressed confidence that many schools "will move forward immediately to construct and operate television stations."

Basically, however, it was made plain at the conference that responsibility for implementing educational TV will rest with individual institutions, which have been canvassing sources of revenue to sustain construction and maintenance costs of educational stations (see separate story page 100).

Seymour Siegel, JCET representative and NAEB president, suggested non-commercial TV stations could be built for as little as $250,000 and operated for one year on a maximum of another $250,000 —depending on the type and size of community and its interests. Where educational networks are in existence, the cost conceivably would be less, he added.

UHF For WNYC

Mr. Siegel, also director of Municipal Broadcasting System (WNYC) New York, who hopes to obtain the only local commercial channel available—UHF No. 31—and who announced that WNYC will apply this week, probably today (Monday) for the lone channel, said commercial operators will shy away from the UHF frequency in New York because six VHF operators already are established successfully there.

He said an application for a non-commercial channel had been substantially completed when FCC ruled that applicants for such channels must be identified with educational institutions. He said authority for WNYC's application was issued in February by the city's board of estimates for a TV station. He indicated his hope of an uncontested hand in obtaining U[HF] Channel 31.

He urged educational groups "apply for channels without de[lay] —apply for construction even b[e]fore funds are available."

JCET officials conceded that [in] some instances, state universi[ties] would have to go to their legis[la]tures every year because "fu[nds] are hard to come by and slow to come by." On the other hand, cases like that involving the Boa[rd] of Regents of the State of N[ew] York, it was said television is a "small item" when siphoned from a substantial budget set asi[de] for support of public schools.

The Board of Regents has pro[-] posed an 11-station non-commercial educational TV network at an est[i]mated cost of $3,855,540 with [an] annual technical operating cost [of] $2,273,941 based on 12 to 16 hou[rs] programming daily, seven days a week. Total of ten UHF channels were reserved for the New York State plan.

Arthur S. Adams, president of the American Council on Educa[-] tion, posed a challenge for educators, stating: "The time is now—the time we have this opportunity is short."

Experience Needed

Belmont Farley, JCET representative for NEA, said educators' TV station dreams can come true "but it will take a little longer. What we don't know now and have in experience, we will learn." An estimate of two to five years was given.

Seymour Krieger, JCET counsel

TV PROGRESS

Ohio Institute Charts Course

PROGRAMMING of commercial TV stations "will improve" but industry cannot do the job alone without the aid of educational broadcasters, the Institute for Education by Radio-Television was told Thursday.

This was the gist of talks by commercial broadcasters and educators in a session on "improvement of television programming" ushering in the 22d annual IERT conference sponsored by Ohio State U. at Columbus.

The general session was flavored with references to the NARTB Television Code, FCC's ill-fated *Blue Book* of several years ago and trade criticism.

Panel Members

Panelists included Edward Lamb, president of WTVN (TV) Columbus and WICU (TV) Erie, Pa., WTOD Toledo and WHOO Orlando, Fla.; Mrs. A. Scott Bullitt, president of KING-TV Seattle, a member of the NARTB TV Code Review Board; Armand Hunter, director of TV development, Michigan State College, and Dallas Smythe, Institute for Communications Research, U. of Illinois.

Mr. Lamb said "there are many factors which lead me to feel that TV programming at commercial stations will improve," largely through consumer and organized viewing groups rather than by dint of "self-policed codes of good conduct."

He described the new NARTB TV code as a good thing but only "a mild incentive" to improvement.

He insisted that "more and more commercial broadcasters are daily coming to a realization that FCC was essentially correct in its *Blue Book* announcement several years ago." As a result, he said, they have realized that the "best programming" is local and public service fare.

Most immediate problem, Mr. Lamb stated, is improvement of commercial TV programming, which "will arrive out of a real, rugged competition for audience attention." He said educators no longer can afford to sit back and "criticize commercial telecasting" but must face up to the task of putting educational stations on the air. The American public will be able to use this new program source as a gauge to measure usefulness of all TV stations.

Noting that educational groups are receiving reservations for more than twice as many channels as commercial outlets now on the air, Mr. Lamb suggested that private broadcasters might question granting free time to public service and educational programs.

"It is unfortunate that this recent allocation plan did not accept the proposal offered by Sen. Edwin C. Johnson (D-Col.) and others of us who have been touring the country," he said.

Mrs. Bullitt suggested that televiewers show more response to good programming to guide commercial stations and felt programming problems would be solved in time. She stressed public service programs, a high level of program selectivity and research, adding that there is a difference at times between so-called good and bad shows and that research reflects changes in audience taste.

'Silence Is Lethal'

"When stations offer something worthwhile, they frequently get the silent treatment," she said. "Silence is lethal."

Responding to a question, Mrs. Bullitt said that while some individuals in the industry take issue with educational reservations, "there will be very feeble opposition" once the educators start to build stations.

Mrs. Bullitt expressed confidence that programs will show continual

(Continued on page 82)

said he is delighted "the Commission has seen the light" and said that previously applications before the FCC were "predominantly commercial." He said the burden had been on educators to present a strong case for non-commercial TV outlets "immediately" while commercial telecasters sat back and "clamored" for three and a half years for the FCC to lift the freeze.

JCET officials urged special haste by organizations in larger cities where FCC has earmarked VHF in its assignments.

Turning to programming, a JCET representative said educational stations will "try to get away from the deadening monotony of standard stuff" telecast by commercial stations. But even so, JCET officials emphasized that its proposed educational fare would fall within the broadest possible definition of the word, and include culture, fine arts and entertainment.

In this connection, the educators had a kind word for DuMont Network's *Johns Hopkins Science Review*, NBC-TV's *Meet the Press* (whose format they felt could be embellished with general educational uplift)—and even *Kukla, Fran & Ollie*.

The purpose of educational programming, JCET avowed, would be to weigh "the total impact of educational and cultural fare on all levels of people" and to afford "mature, literate and adult fare" which education hopes to translate in terms of public understanding in government and democracy.

JCET still is "interested in educational programming of commercial stations" and the need for cooperation between commercial telecasters and educational outlets. Role of the latter in supplying new personnel for potential commercial outlets was cited.

EDUCATIONAL TV COST

'Who's Going to Pay?'

FINANCING of educational TV presents a grave problem, Calvin S. Hathaway, director of the Cooper Union Museum for the Arts of Decoration, New York, declared last Wednesday.

Speaking before the Friends of the Museum, Mr. Hathaway said that although "we are keenly interested in the potential widening of our horizons by the new Washington decree . . . I only wish that Washington or Albany or the ultimate beneficiaries who own television receiving sets would tell us: Who's going to pay?"

He cited the expense of TV programming and noted that the New York State Regents hope to operate a proposed network. He added, "but there seems to be no reason to hope that the State of New York will be any more interested in helping to cover a museum's television expenses than commercial television has been."

Because the stations would be operated without profit, there are no problems involving unions or copyright-royalties. "The American Federation of Musicians has cooperated fully and completely" with schools on broadcasts involving musicians, Mr. Siegel interposed.

Cost of operating these stations would be "cheaper than chewing gum—perhaps the least expensive way you can educate except perhaps radio," according to ACE's Mr. Adams. He cited a potential Boston VHF audience of four million viewers and added that in New York the cost "will approximate that of one newspaper per person per year." In some instances, the audience would be select or limited, however, it was acknowledged.

"Within five years, state universities and private institutions will serve each community, state and the nation on a scale only dimly appreciated today," Mr. Adams told newsmen.

Some educational groups, it was acknowledged, have indicated interest in applying for commercial TV licenses. It also was noted that FCC was asked to rule on partial commercialization by educational applicants as a policy. (The Commission rejected this proposal, suggested by the U. of Missouri and other schools.)

The ACE president strongly endorsed the plan and expressed confidence that construction and operation "will begin promptly in many communities." Actual spade work for these stations may take place at the current Educational Television Programs Institute at Pennsylvania State College, slated to have been held yesterday (Sunday).

NEA's Mr. Farley noted that one state (presumably New York) is "well on the way to the creation of a statewide network of television stations. In numerous cities and in many institutions . . . plans for financing and operating educational stations have been made and will be carried out at an early date." The reservations will help some groups overcome some "limitations" on TV, he added. Los

(Continued on page 82)

MARCH OF TIME

Announces New Series

THE MARCH of Time, New York, has announced a new 26-week TV films series, *American Wit and Humor*.

Works of America's most famous authors and humorists, including Mark Twain, Artemus Ward, Eugene Field, Josh Billings, Nathaniel Hawthorne and Edgar Allen Poe are featured. Cast for the series includes Thomas Mitchell, Gene Lockhart, Jeffrey Lynn, Arnold Moss, Ann Burr and Luella Gear.

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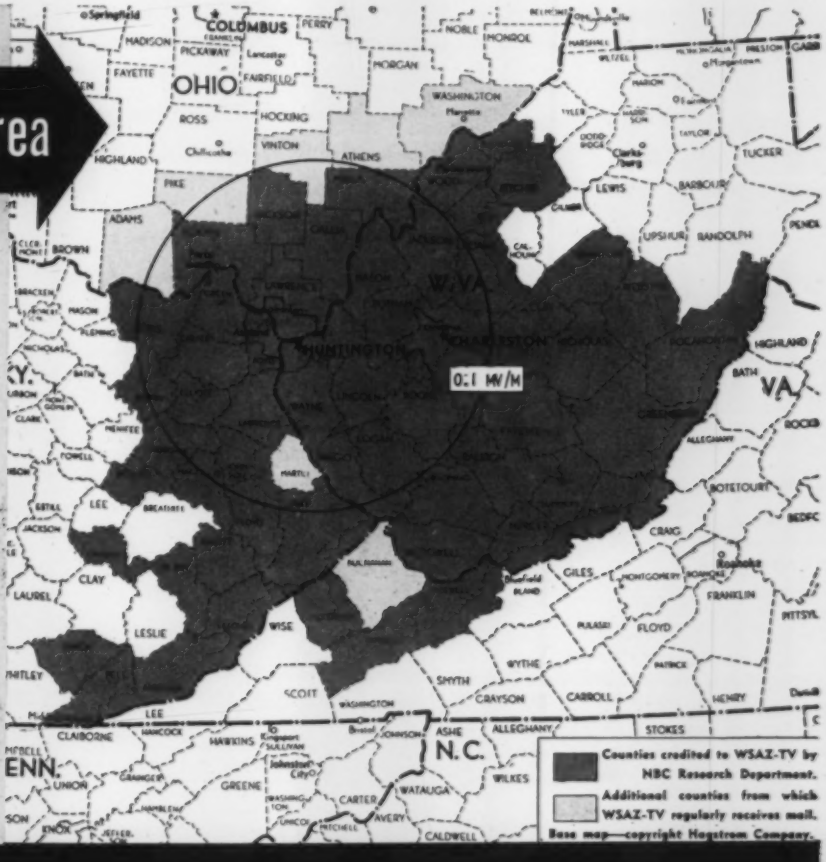

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This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

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NAME

COMPANY

STREET

CITY ZONE STATE

TV Progress

(Continued from page 80)

improvement but emphasized that objectives will not be reached over night. With new educational TV outlets taking the air, programming is bound to improve, she noted, but the pattern has not yet crystallized.

Burden of responsibility for improvement in video fare was placed on educators by Dr. Hunter, a prime mover in Michigan State TV development, who felt a "fundamental philosophical conflict and opposition" within private industry is hampering progress.

"Industry has certain . . . economic obstacles in its path," he said in calling on educators to improve programming. "The FCC has no practical method of enforcing it and the public has no articulate means of demanding it," he added.

Dr. Hunter predicted that "the battle will be long and hard" and that the educators as outside forces are the only ones who can perhaps swing the support and weight needed to help the industry win the fight and eventually achieve the common objective.

He called on educators to determine needs and standards through qualitative program research and experiment with new ideas.

Statistics on Programming

The research phase elicited statistics from Prof. Smythe, also a director of studies for the National Assn. of Educational Broadcasters. He scored "the apparent predominance of stereotyped material in the entertainment which provides the bulk of TV programming."

Delving into NAEB monitoring studies in three cities, financed partly by the Fund for Adult Education over a 15-month period, Prof. Smythe said entertainment occupies about three-fourths of program time in New York and Los Angeles. He gave this breakdown: Information type programs (news, weather, sports, etc.) 19% in New York and 24% in Los Angeles; public issues and events, ranging from 4% in Los Angeles to 7% in New York, and drama, 33% in both cities. Comparisons with Chicago were not available, though studies are under way and are being extended to other cities. This research covered 1951 and 1952.

Prof. Smythe particularly deplored "crime and violence on TV," which he said had risen in both cities and suggested such studies "may lead to revisions of TV program policy of the highest importance."

A tribute to the late W. W. Charters, co-founder and honorary director of the institute, was given by Judith Waller, NBC Central Division, who cited his "wise counsel in serving IERT."

Dr. I. Keith Tyler, Institute director, presided over the panel held in the Deshler-Wallick Hotel. Kenneth G. Bartlett, Syracuse U., led the floor discussion.

Educators, JCET

(Continued from page 81)

Angeles also is "ready to go" with UHF, it was said.

JCET assisted 838 colleges, universities and school systems and public service agencies to file formal statements in response to the FCC's proposal for reservations. The difference between the 242 finally reserved and the 209 set aside in the Commission's Third Notice represents extra channels granted to groups which had not even applied. JCET will continue to aid schools, offering engineering and construction data.

Detroit educational agencies are "well along" in their planning, according to President David Henry of Wayne U., an ACE representative on JCET. Applicants for UHF in that city include Wayne U., U. of Detroit and Dept. of Education.

Mr. Henry said:

"Much experimentation in programming is under way in many institutions and in many localities. Considerable thought has been given to how educational agencies can pool their resources for effective operation. I am sure that educational agencies are ready to meet the time schedule for transmitting and receiving UHF. Some are ready for the immediate use of VHF allocations." FCC reserved a UHF channel for educational use in Detroit.

Similar reports were given for land-grant colleges and state universities. James H. Denison of Michigan State College, another JCET representative, said many "are prepared to file applications for construction permits immediately, and others will not be far behind." MSC was rejected for a VHF channel at East Lansing.

Dr. A. N. Jorgensen, U. of Connecticut president, felt that state universities that have been assigned TV channels "must not move forward as soon as possible."

Earl McGrath, U. S. Commissioner of Education, Office of Education, Federal Security Agency, described the FCC plan as the opening of "a new era" for education. But he warned:

The FCC's decision must be implemented by actual broadcasting operations if its benefits are to be felt in the community. Thus, educators also face a serious challenge this year—the challenge to determine whether they will build and operate these stations or whether they will allow this invaluable portion of the public domain, the television spectrum, to remain unused and ultimately to be turned to other than educational uses. Clearly then, educators in all of these cities must begin at once to initiate or complete plans for the construction and operation of their own independent television stations.

Dr. I. Keith Tyler, director of radio education at Ohio State U. and a key figure in JCET, said he was pleased that the FCC recognized education's role in TV's development and commended the Commission for its handling of the allocations plan. (OSU was rejected in a bid for a VHF Channel.) He felt that FCC had not solved one of the "most difficult problems," asserting:

Education is now forced to rely upon UHF in some cities which already have so many VHF stations and such a high saturation of VHF receiving sets as to make the educators' task almost hopeless. These cities include New York and Los Angeles as well as Columbus where Ohio State University was prepared to go ahead immediately with an educational television station if the Commission were able to make available a VHF channel. But for most of the nation's cities, the door is now open for educational stations.

Colleges, universities, school systems and other educational institutions must now take up the challenge. They must proceed as rapidly as possible to plan cooperatively in each community the use of these valuable channels. It may take time to explore resources, to educate communities and to marshall the necessary finances, but the time to begin is now.

Elsewhere, educators commended the FCC's educational reservations and felt they opened a new "vista"

(Continued on page 100)

A BULLITT-PROOF PROGRAM

KING-TV President Gives Recipe to IERT

MRS. A. SCOTT BULLITT, KING-TV Seattle president, gave a recipe for an average program at the Ohio State U. Institute for Education by Radio-Television meeting at Columbus Thursday. Speaking during the TV program panel, she gave the recipe as follows:

Take one cup sponsor's requirements and sift gently.

Two tablespoons agency ideas, carefully chilled.

Add one-half dozen staff suggestions, well beaten.

However fresh and flavorful, they will curdle when combined with agency ideas, so they must be beaten till stiff.

Stir together in a smoke-filled room and sprinkle generously with salesmen gimmicks.

Cover the mixture with a tight lid so that no imagination can get in and no gimmicks can get out, and let stand while the costs increase.

Then take one jigger of talent—domestic will do—flavor with production problems, a pinch of doubt and, if you have any—a dash of hope.

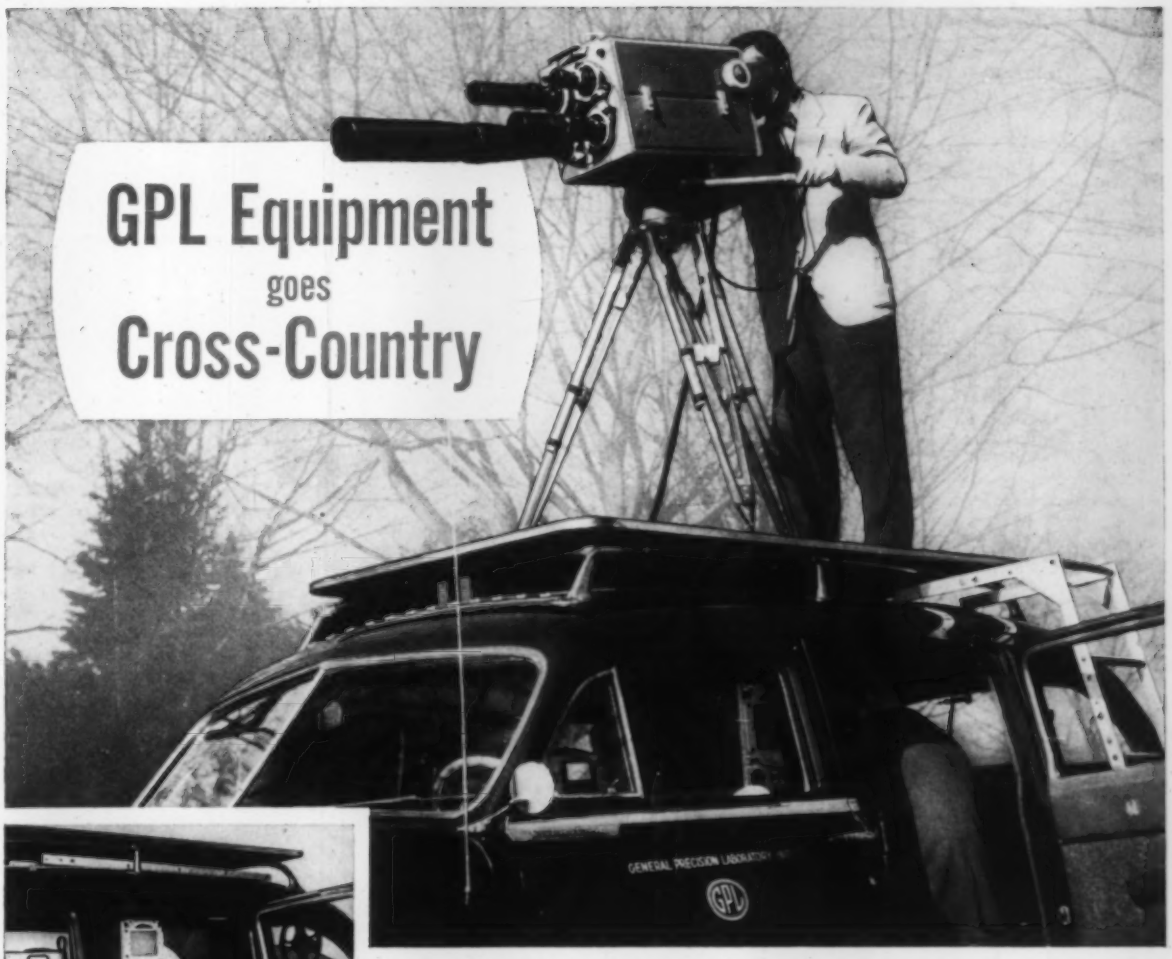
Fold these ingredients carefully together so they can get into a small studio.

This requires a very light touch as the slightest jolt will sour the results.

Be sure to line the pan thoroughly with union regulations or the mixture will stick.

Place in the oven with your fingers crossed. Sometimes it comes out a tasty delicacy, and sometimes it's just cooked.

GPL Equipment goes Cross-Country



Included in cross-country demonstration unit is the GPL Utility Projector, with "3-2" intermittent which permits use with I.O. camera for film telecasting from remotes.

Compact GPL studio camera chain fits easily in station wagon, and may be operated from there, drawing power by cable from studio and returning signal to transmitter.

...to Drive its Story Home!

Stations all over the country will soon be able to see GPL TV equipment in operation right in their own studios. They can compare it with their present equipment, try it for compactness, smooth efficiency, flexibility, operational simplicity, and overall performance quality. Maintenance-minded engineers will examine its swing-up, swing-out panels. Camera and camera control men will note its many new operating features—pushbutton turret control, remoting of focus, turret and iris—all engineered for faster, smoother control.

Be sure *your* station is on the schedule of the GPL Mobile Unit Tour. *See* why network users have said: "Best picture on the air today!" Compare "the industry's leading line—in quality, in design."

Write, wire or phone today, and we'll work your station into our itinerary for earliest possible dates.

General Precision Laboratory INCORPORATED **GPL**

PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

TV AIDS SPORTS

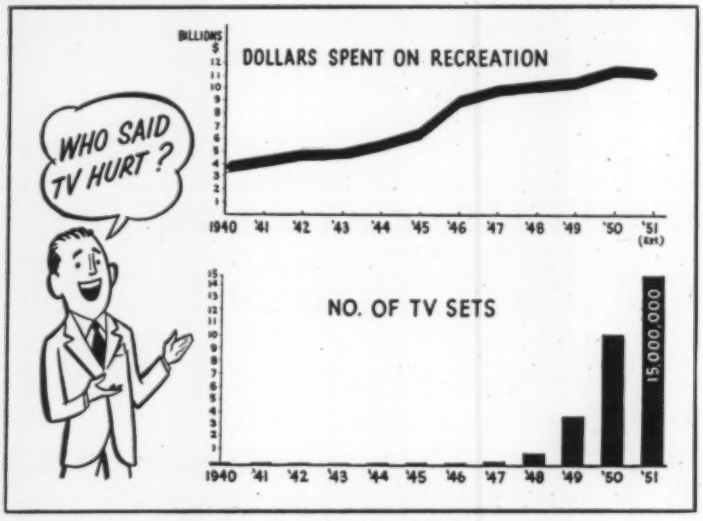
Cooperation Is '52 Keynote

TELEVISION manufacturers, having shown that TV actually helps rather than hurts recreation industries, are preparing to cooperate with professional baseball clubs during the 1952 season.

Cooperation is replacing the hostility once shown by baseball operators, and Radio-Television Mfrs. Assn. will soon launch its drive to boost interest in the sport and to stimulate attendance at the parks. Final plans will be discussed Tuesday at a New York meeting of the RTMA Sports Promotion Subcommittee. Chairman of the group is Dan Halpin, RCA Victor.

The current study of TV's impact on recreation and communications, released by RTMA on the basis of a three-year investigation, bears out the original premise of Jerry Jordan, research specialist, that harmful effects of TV set ownership are confined to the "novelty period" [B•T, April 7]. Mr. Jordan is son of C. E. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia. The agency has continued young Mr. Jordan's research project during his service in the Army.

Glen McDaniel, RTMA president, said the summary of 1951 business in the recreation and communications industries "indicates that Jordan's original theory is working out and that television is becoming a promotion partner, and not a harmful competitor of most recreation."



TV's Impact on Recreation Industries

The new RTMA study shows steady growth for recreation and news industries, one of the fastest growing segments of American industry, of which TV is a part. The tremendous increase in 1950 TV set sales helped boost the total income for that year and the decline in 1951 caused a leveling off for the year.

Five out of eight major other classifications of recreation are running ahead of the pre-TV year 1947, with RTMA describing video as "an addition, not a replacement" in the home. "Opening hundreds of new stations will not change that condition," according to RTMA.

The average TV family can add about four hours of TV a day and not curtail other types of recreation seriously, according to RTMA, because of such factors as largest number of children in history, shorter working hours, modern homes, labor-saving appliances, faster transportation and better organized existance.

"Television simply fills another need for our expanding economy—just as magazines did a few generations ago," says RTMA, adding, "just as the movies, radio and organized sports have done in later years."

As to newspapers, RTMA notes daily newspaper circulation holding close to its all-time 1950 peak, according to the *Ayer Directory*. Reading time hasn't changed noticeably, with sports and entertainment pages "definitely stimulated." On top of that, RTMA finds, newspapers have gained "twice as many dollars in total advertising revenue since 1947 as were spent on all television advertising in 1951." Newspapers in TV markets were found to have only a slight "novelty levelling-out" in 1949.

Magazine Growth

Magazines have grown just twice as fast as population in the last decade, RTMA reminds, with TV families reading as much as non-TV families and all advertising revenue records broken. A 1949 drop was shown during the novelty period but last year "magazines come back strong with a whopping big $70 million gain over the pre-TV year of 1947."

As to broadcasting, RTMA scoffs at prophets who shouted, "Television will take the audience and the income." RTMA quotes BROADCASTING YEARBOOK net income figure of $485.5 million for the aural industry in 1951, an alltime record. "A pretty healthy corpse," RTMA suggests.

Good pictures are drawing well, according to RTMA, with only the mediocre Hollywood films "taking it on the chin." It cites opening of 3,000 new drive-in theatres as against the 2,000 that closed, adding, "about 80 million people a week paid half-a-billion dollars more for movies in 1951 than in 1941." Gains in symphony, ballet and opera attendance has doubled in a decade, it is stated.

Increase of 200% in spectator sports right after the war and prior to general TV inevitably was influenced as people started buying homes, durable goods and paying big taxes, "regardless of television," according to RTMA.

RTMA recalled the predictions that video would empty sports stadia, terming them "as groundless as the earlier fears that once threatened to bar sports writers from the parks and did ban radio 20 years ago. Sportscasting is paying its way with $6 to $7 in rights fees; educating millions to the thrills of sports and opening enormous possibilities as network and theatre TV expand. Million-dollar gates for big events are coming back, with television fees leading the way to greater stability; more assured income; pension and welfare funds."

Sports Participation

TV hasn't stopped people from participating in "doing" sports, RTMA continues, with dollars spent on participating sports up nearly 10% over 1947 and intramural sports increasing "spectacularly."

As to baseball, RTMA explains that the nine clubs that maintained their regular TV of all games or day games played to increased crowds in 1951 and the seven clubs that cut or eliminated TV had a loss. Major leagues received about $4,562,000 for sportscasting fees in 1951, almost equal to the entire National League gate receipts in 1940, biggest pre-war year, the report says. "Since the lush attendance following the war, paid admission in parks that have televised regularly and consistently have dropped only about half the percentage decline of those which did not televise—or reduced or restricted television," it continues.

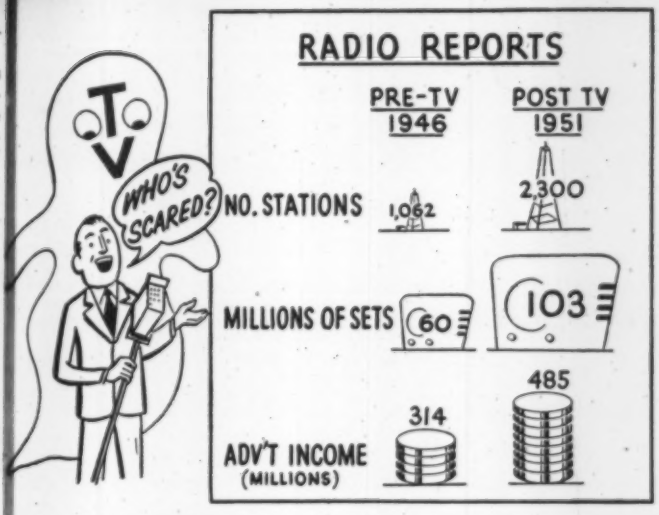
Minor league baseball is described as "one unhappy note in the sports picture" but RTMA points out that only about 40 of the 350 clubs are near enough to TV to be affected by it and losses were general in 46 out of 50 leagues. Much of the blame is ascribed to overemphasis of the "major league frame of mind" and such other elements as big-league broadcasts by 1,000 radio stations, stories of national news services and loss of

PEABODY AWARD 1951
originating Station of
THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on

WAAM
TELEVISION
CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.



TV's Impact on Broadcast Income

yers to the military.
The minors can come back if
ey are courageous and get help
om the majors, broadcasters and
seball writers, RTMA believes,
ntinuing, "And local TV of their
n games may help them to do
when enough new stations are
lt to spread telecasting over a
ger number of teams."
Referring to a 15% loss in male
dent enrollment at colleges,
TMA cited National Collegiate
thletic Assn. research to show
at colleges in TV areas fared
tter in 1951, compared to 1950,
an those in non-TV areas. "The
y is not distant when more than
00 TV stations will offer the
portunity for hundreds of col-
es to build closer contacts with
ir alumni, friends and neighbors
rough well-planned television of
otball," in RTMA's opinion.
Professional football is proving
at TV belongs alongside news-
pers and radio in building in-
rest in a sport confined to a
ited number of cities, according
RTMA. Upward turn in racing
o is shown, with TV credited an
ssist." Boxing, too, is benefiting
m telecasts, RTMA asserts. On
other hand attendance is off
professional hockey and basket-
ll, where TV has been eliminated
many areas. College basketball,
the other hand, is up 3% despite
ndals and is still telecast in
ny places. Tennis and golf also
re aided, it is claimed.

o Harm to Yanks

"THE only time televising a game hurts the gate is when the weather's bad . . ." George Weiss, president of New York Yankees baseball club, asserted last week at Sports Broadcasters luncheon in New York. Questioned by Bob O'Connor, WOR-TV New York sports director, as to television's usefulness in promotion, Mr. Weiss replied: "It doesn't do us any harm."

TV EDUCATION

Chicago Panel Set

DAVIDSON TAYLOR, NBC vice president, will be one of four featured panel speakers on education and television at the American Council on Education's 35th annual meeting in Chicago May 2-3.

Mr. Taylor will discuss "The Responsibilities of Educational Television on Commercial Stations."

Other panel members include Ralph Steetle, executive director, Joint Committee on Educational Television, who will recall "History of Recent Attempts to Achieve a Working Plan for TV"; Franklin Dunham, who will consider "Advantages and Disadvantages of Alternative Approaches to Educational Television," and George Probst, radio director of the U. of Chicago, whose topic is "Television and Public Service."

Panel chairman will be Rev. Theodore M. Hesburgh, C.S.C., executive vice president, University of Notre Dame. Recorder will be I. Keith Tyler, director of the Institute for Education by Radio-Television. He will summarize the speeches of each of the panel members for delivery to the entire convention Saturday.

MIAMI CABLE 'RACKET'

WTVJ (TV) Fights Swindle

ADVENT of coaxial cable service to Miami, Fla., has inadvertently given rise to a "racket" in which swindlers are collecting "$30 license fee on home television reception of the cable programs." The swindlers represent themselves as tax agents and say that the tax must be paid before July 1.

WTVJ (TV) Miami has carried the story on all of its news programs, cautioning viewers against paying any money to the "tax collectors." In addition, the police and the Better Business Bureau have been notified and an investigation is underway.

RELIGIOUS SHOWS

WOI-TV Has Workshop

REGISTRATION of 50 persons from 10 midwest states is expected for the religious television workshop to be conducted at WOI-TV Ames, Iowa, this week. Richard B. Hull, radio-TV director at Iowa State College, which owns the station, is planning workshop sessions under sponsorship of the TV-radio committee of the Iowa Inter-Church Council.

Seminars will concern program monitoring, general discussions of TV, scripting, production and putting a half-hour show on the air. Rudy Bretz, TV consultant for CBS New York, and Charles Schmitz, educational director of the commission on films, radio and television for the National Council of Churches, are in charge of the program. Panelists will represent state and city councils of churches, pastors, directors of Christian education, laymen, Council of Church women and parent and teacher groups.

Members of the college and station staff will direct several meetings. The Monday evening speaker will be Charles Guggenheim, producer of *The Whole Town's Talking* on WOI-TV, in cooperation with the Fund for Adult Education. Tuesday luncheon speaker will be Ed Wegener, WOI-TV production manager, while the Thursday luncheon address will be given by Merritt Ludwig, project supervisor of the Fund for Adult Education, an independent organization established by the Ford Foundation.

Bill Niethamer

BILL NIETHAMER, WOAI-TV San Antonio staff member, died April 10 of a heart ailment after several months' illness. Mr. Niethamer was with the station for two years as commentator and narrator on local news programs.

ORIGINAL Richard Rodgers musical score for NBC-TV's documentary, *Victory at Sea*, to be seen next fall, has been recorded and filmed by NBC Symphony Orchestra under direction of Robert Russell Bennett.

WOC TV SELLS

HOW TO COOK-UP SALES in the Quint-City Area

"Today's Cooking" — 1:30-2:00 p.m., Monday thru Friday, conducted by capable home economist, Norida Frank—has recipe for increased sales in WOC-TV area. For example, Kaukauna Dairy Company, using three participations weekly, ran 8-week test.

For $1.00, offered viewers link of cheese, cheese grater, simple recipe folder. *Total response to offer was 2,175.*

Cost of this 8-week telecasting, $1,500—for which sponsor received IN EXCESS OF $2,100 *in direct sales to viewers . . . plus direction of* THOUSANDS OF PEOPLE TO GROCERS for *Kaukauna Klub* products.

If you have a product adaptable to home economics type of telecasting, "Today's Cooking" will put it on front burner, *sales-wise.* Get the facts from your nearest F & P man . . . or direct from us.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

LES MITCHEL, producer-director CBS Radio *Skippy Hollywood Theatre* from 1946-51, has retained rights to all scripts and plans to act in similar capacity when they are filmed as half-hour TV series, *Guest Star Theatre.*

Space at Churubusco Studios, Mexico City, has been leased and production on first 13 starts June 1 with **Budd Lesser**, Mr. Mitchel's radio script editor, heading the story department for TV version.

Plans call for many of the stars in radio version to appear in the roles they created and list includes **George Brent, Andy** and **Della Russell, Martha Scott, Dane Clark, Caesar Romero** and **Constance Bennett.** Scripts will be filmed two at a time with each star getting salary plus right to use his two films as pilot films on series which may be developed.

TV version will not conflict with the 39 radio scripts which were sold to **Frederic W. Ziv Co.**, Hollywood.

* * *

Bo-Mor Productions, Hollywood, headquartered at General Service Studios, newly formed by **Richard Morley,** formerly executive producer Primrose Productions, that city. Plans call for three half-hour TV film series—a musical, each program complete in itself, a dramatic format and a beauty-charm type show. Another musical TV film series is in offing which will be quarter-hour. **Val Lindberg,** production manager Primrose Productions, will serve with new company in similar capacity.

* * *

George Brent Productions Inc., Hollywood, newly formed by **George Brent,** film actor, and **William B. White,** Hollywood talent agent, to produce 26 half-hour TV film series, *Address — Tangiers,* starting this summer. Film writer, **Robert Blees,** is writing scripts to feature Mr. Brent as owner of a tanker in Tangiers and entrepreneur of numerous shady deals. Tangiers was selected as locale because of dramatic potentialities in this city of no income tax, passports or extradition. Mr. White will produce. Several low-budget feature films are also planned.

* * *

New TV film production company, **National Repertory Theatre,** has been set up in Hollywood by **Arthur Kennedy, Tony Owen,** former executive at Columbia Pictures, **Donald** and **Jay Hyde,** and **William Kozlenko,** who will function as executive story head. Actors **Edward Arnold, Diana Lynn, Akim Tamiroff, Millard Mitchell** and directors **Robert Florey, King Vidor, David Miller** and **Ray Enright** have been signed by the new company for its forthcoming dramatic series. The company will function as a stock company with important motion-picture and stage personalities alternating as stars and supporting players.

First picture, entitled *The Victim,* written by Mr. Kozlenko, features Mr. Kennedy, Mr. Arnold, **Julie Bishop** and **Morris Ankrum.** Second picture, *This Is Villa,* stars Mr. Tamiroff and Mr. Kennedy. Short plays are being lined up by Mr. Kozlenko, who was former editor of *One Act Play Magazine,* for future production. Address is Motion Picture Center, Hollywood.

* * *

Tele-Voz Co., Mexico City, headed by **Miguel Aleman Jr.,** signs **Budd Lesser,** script editor CBS Radio *Skippy Hollywood Theatre* from 1946-51, for similar capacity on half-hour TV film series, *Gloria Swanson Show.* **Edward C. Simmel,** vice-president **Simmel-Meservey TV Productions Inc.,** Beverly Hills, subsidiary, Simmel-Meservey Co., and distributor of series, will direct first four films [B•T, April 7].

* * *

Production . . .

Athena Productions Inc., Hollywood, headquartered at California Studios, plans May production on first of 39 half-hour color TV film series, *Son of Robin Hood,* with **Clifford Sanforth,** president, acting as producer - director. **Howard Laurence Field** is adapting scripts from *Son of Robin Hood* and *Son of Robin Hood in Nottingham,* novels written by **Paul A. Castleton.** Mr. Sanforth was formerly co-producer, with Leonard Picker, on Columbia Pictures' feature film, *Bandit of Sherwood Forest,* which is currently being reissued to theatres.

* * *

Hour Glass Productions, Hollywood, summer production schedule for second 13 quarter-hour TV film series, *Man of Tomorrow,* includes *Ham Radio* in Nebraska, *Basque Sheep Boy* in Idaho and *Page Boy* in Washington.

* * *

Cathedral Films, North Hollywood, Calif., with **Rev. James K. Friedrich,** president, starting new half-hour TV films, *The Christian Life Series,* which relates modern life situations to stories in the Bible. First film, produced by Dr. Friedrich and directed by **John T. Coyle,** is already completed. Company's future production is to be geared for TV as well as church market.

* * *

Pennant Productions Inc., Hollywood, plans new 13 half-hour TV film series, *Fiction Theatre,* to follow current *Date With Destiny* series, initial venture of newly-formed company. Plans resulted from response to newspaper advertising in 12 cities for story ideas.

* * *

Shochiku Film Enterprises Ltd., Tokyo (Japan), plans TV film production. **Kenneth Hirose,** president, is setting up co-production deals with American, British, French and Italian companies and is in Hollywood for business conferences.

* * *

Wilkins-Gooden Productions, Hollywood, completed series of 52 quarter-hour TV films, *Jonathan Story,* to be distributed by **Sterling Television Co. Inc.,** New York. Program is type of serial story.

* * *

Crown Pictures International, Hollywood, plans half-hour TV series of mystery films to be produced in Mexico City, but in English with an American cast. Conferences with Churubusco - Azteca Studios have been arranged by legal firm of Cancina & Reba, retained to represent Crown Pictures International in their Mexican TV plans.

* * *

Sales . . .

CBS-TV *Files of Jeffrey Jones,* being filmed by **Lindsley Parsons Productions,** Hollywood, purchased by following firms: **Crawford Clothes,** Long Island (men's clothing), on WABD (TV) New York, effective June 6; **Pearson Pharmacal Co.,** N. Y., (Ennds Chlorophyll tablets), on KING-TV Seattle, started April 13; **Pittsburgh Brewing Co.,** Pittsburgh, on WDTV (TV) Pittsburgh, from April 18.

* * *

Sarra Inc., Chicago, has completed a series of three 20-second spots featuring **Elgin National Watch Co.'s** Durapower Mainspring. The series, with the theme "The heart that never breaks," was produced with the aid of **Young & Rubicam,** Chicago, and **Joseph Morton** of [illegible] radio-TV department.

* * *

Film People . . .

Frank Ferrin, producer CBS-[illegible] *Smilin' Ed McConnell and His Buster Brown Gang,* signs five-[illegible] contract with **Brown Shoe Co.,** [illegible] Louis (mfrs. Buster Brown shoes) and **Leo Burnett Co. Inc.,** Chicago, to continue producing series of half-hour TV films and releasing NBC radio taped program of same name. Mr. Ferrin has just completed first feature film, *Ganga Ram,* and in selling it for theatrical distribution will include TV rights.

* * *

Ward Bond, film actor, signed by **Jerry Fairbanks Productions,** Hollywood, for lead in half-hour TV film, *The McGurk Way,* for Fruehauf Trailer Co., Detroit, which dramatizes development of American transportation.

* * *

Carl Hiecke rejoins **Revue Productions,** Hollywood subsidiary MCA, as production manager on current half-hour TV films for *Chevron Theatre* and *Gruen Guild Theatre.* Included in former's series are "Playmates," "A Mansion for Jimmy," "Meet the Little Woman" and "The Reluctant Burglar."

* * *

Flying A Pictures, Hollywood, signs **Gail Davis,** western film actress and U. of Texas beauty contest winner, to enact lead in *Annie Oakley* 52 half-hour TV film series. Initial film, *Bull's Eye,* starting April [illegible] with **Dorothy Yost** as writer, **Wallace Fox** director and **Lou Gray** producer, is expected to be completed by mid-May at which time will be shown to all advertising agencies simultaneously. Company also produces *Gene Autry* and *Range Rider* TV film series.

* * *

Pennant Productions Inc., Hollywood, signs **Vy Russell** and **[illegible] Dwiggins,** Hollywood free-lance writing team, to coordinate story material on half-hour TV film series, *Date With Destiny.*

* * *

Peter Coe, film actor, to write and direct *Port of Embarkation,* TV film series packaged by **William Morris Agency,** Hollywood, which is of adventure type laid against background of U. S. Immigration offices.

FOURTH birthday celebration will be held for *Man's Best Friend* on KTLA (TV) Los Angeles, sponsored by Kendall Dog Foods Inc., that city. On April 5, many of 2,500 dogs who have been seen on the program will be recalled for guest appearances.

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS

RKO PATHE, INC.

625 Madison Ave.
N.Y. 22, N.Y. • Plaza 9-3600

RANGERTONE
BEST FOR TV FILMS
USED BY
FLYING "A" PICTURES
Gene Autry
SYNC-SOUND
RANGERTONE
73 WINTHROP ST.
NEWARK 4, N. J.

TV FILMS AND FEATURES

Specialty Television Films, Inc.
1501 BROADWAY
NEW YORK CITY
LOngacre 4-5592
JULES B. WEILL, PRES.

TV TOPS . . . Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABOONA, I MARRIED ADVENTURE.

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

TV DISC JOCKEY TOONS: Now it is possible for television stations to make use of radio's most profitable format: the record show! TV DISC JOCKEY TOONS are films that can be used with top current records of RCA VICTOR • DECCA • COLUMBIA • CAPITOL • MERCURY. A perfect library service for TV broadcasters everywhere!

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

WORLD'S GREATEST MUSIC: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of TSCHAIKOWSKY • BEETHOVEN • SCHUBERT • WAGNER • MENDELSSOHN • • GRIEG. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station's film budget.

Explorers Pictures Corp.
1501 BROADWAY
NEW YORK CITY
LOngacre 4-5592
JULES B. WEILL, PRES.

THE BIG GAME HUNT . . .
IN ACTION . . .

VIDEODEX REPORTS

LOS ANGELES . . .
Top Film Show
For Wednesdays
#2 of Ten Top TV Shows

DETROIT . . .
In Ten Top TV Shows
Solid 21.8 Rating.

Book it for Big Results
In Your Market

Telecast Films, Inc.
112 W. 48th Street
New York 36, New York
JUdson 6-5480

32 FEATURE WESTERNS Starring the famous and well known stars: TIM McCOY, HOOT GIBSON, TOM TYLER, and BIG BOY WILLIAMS. Action and super quality rolled into one. Proven through continued use in many locations. FIRST RUN AVAILABLE IN SOME TERRITORIES.

Post Pictures Corp.
115 W. 45TH STREET
NEW YORK 19, N. Y.
Luxemburg 2-4870

SO THIS IS WASHINGTON is one of the funniest pictures to date in our success-tested series of 6 Big LUM 'N' ABNER features. With audience appeal established by 17 years on radio, these "jot-'em-down" comedy partners offer side-splitting entertainment for the entire family. Lum 'n' Abner find themselves the park-bench advisers of the nation's big-wigs in 71 minutes of laughs that never let up.

For more information please write direct to the distributors.

CBS-TV CLINIC

Speakers Are Announced

CBS-TV announced this week a list of company officials who will address its TV station operators clinic, scheduled for both radio and television affiliates of CBS [B•T, April 14] after FCC's lifting of the television freeze last week.

CBS-TV President J. L. Van Volkenburg said the clinic will be held May 1-2 at the Waldorf-Astoria in New York, with more than 500 officials expected to attend from the 62 CBS-TV affiliates and 207 CBS Radio outlets.

Designed to aid those planning to enter TV as well as those now in it, the agenda covers such subjects as procedures in applying for television licenses, construction costs, equipment needs, income expectations, programming, sales, research, promotion and publicity.

FCC's lifting of the freeze, Mr. Van Volkenburg said, "marks one of the most historic dates in the progress of mass communications. Within the foreseeable future television will become a nationwide medium bringing news, information and entertainment into added millions of homes from coast to coast. CBS Television welcomes the challenge and opportunities inherent in tomorrow's television."

CBS President Frank Stanton and Mr. Van Volkenburg will head the roster of company officials who will address the clinic.

Other CBS-TV speakers will include Herbert V. Akerberg, vice president in charge of station relations, who will discuss the development of the CBS-TV network and its stations and appraise the future; William B. Lodge, vice president in charge of engineering, on application procedures and TV station coverage; Hubbell Robinson Jr., vice president in charge of programs, on program plans; Fred M. Thrower, vice president in charge of sales, on TV as an advertising medium; A. B. Chamberlain, chief engineer, on TV station costs; John Cowden, director of sales promotion and advertising, on activities in those fields as they relate to a new TV station; David J. Jacobson, director of public relations, on publicity and exploitation on the station level; Oscar Katz, director of research, on the past and probable future growth of the TV market, and Sig Mickelson, director of news and public affairs, on public interest programming.

Additional industry speakers will be designated later, CBS-TV said.

INSPECTING police radio-equipped WTVJ (TV) Miami vehicle are (l to r) Ralph Renick, WTVJ news director; Mitchell Wolfson, WTVJ president, and Police Chief W. E. Headley. Two such WTVJ vehicles cruise city for film coverage of accidents. Films are shown as a public service on WTVJ's *You May Be Next*.

AFM STANDS PAT

On Old Movie Policy

AMERICAN Federation of Musicians has refused to grant a request of Independent Motion Picture Producers Assn. that AFM President James C. Petrillo send a special committee to Hollywood to renegotiate all policies affecting fees and percentages now demanded by AFM for old movies sold to television.

Refusal is based on the AFM claim there are no negotiating committees in Hollywood and that all such matters are handled by the union in New York. J. E. Chadwick, IMPPA president, had asked for a meeting in Hollywood "where producers reside and where facts are more obtainable" [B•T, April 7].

IMPPA wants AFM to eliminate the demand for 5% of grosses realized from sale of old theatrical movies to TV and revision of its policy on payment to musicians for rescoring those films. IMPPA members met this past weekend to formulate future steps.

VISTASCOPE CORP.

Paramount Buys 50%

A 50% interest in Vistascope Corp. of America has been acquired by Paramount Pictures Inc. from Sol Lesser, president. Firm immediately will set up facilities for marketing the French photographic invention in the U. S. VCA has exclusive license on Vistascope equipment in this country, which will be made available on royalty basis.

The invention permits the use of photographs for motion picture and TV foreground settings to be combined with live action. Equipment is described as able to completely eliminate need for expensive matte shots or construction of foreground sets in live-action films, through use of photographs for these foreground settings, thus effecting a budget saving.

Linked directly with the camera, it makes available for the foreground any structure, group of structures or natural formation which can be lensed in still form. Color as well as black-and-white can be used in the device, it was explained.

KPRC-TV RATES

Cost Per Thousand Drops

ATTRACTIVE bar chart in orange, red and green shows advertisers that KPRC-TV Houston, Tex., circulation will be up 113.4% by Oct. 1, 1952, while the cost for reaching viewers will be down 43.5% per thousand families by the same date.

Basing figures on the increase of TV set sales from 82,000 on July 1, 1951, to 127,500 in the area on March 1, 1952, an increase of 55.4%, station officials say a projection of set sales indicate 175,000 sets will be in use by Oct. 1.

In contrast to the charts showing a jump in KPRC-TV's circulation, other bars show the drop in cost of advertising per 1,000 families as of March 1, 1952, and the expected Oct. 1, 1952, figure.

On July 1, 1951, KPRC-TV's charge per half-hour for each 1,000 families was $3.66, on March 1, 1952, $2.82 and on Oct. 1 is estimated $2.06 for Class A (6-10:30 p.m. daily) time. For Class B per half-hour impression (5-5:59 Monday through Friday, 10:31-midnight daily and noon-5:59 p.m. Saturday and Sunday), rates are indicated as: July 1, 1951, $1.22 per thousand, March 1, 1952, $0.94 and Oct. 1, 1952, $0.69. These same rates apply for Class C minute announcements (from before 5 p.m. Monday through Friday, before noon Saturday and Sunday).

Rates for chain break were $0.98 per thousand on July 1, 1951; $0.75 on March 1, 1952, and are projected at $0.55 for Oct. 1.

EDDIE CANTOR, star of NBC-TV *Colgate Comedy Hour*, will begin a six city tour for American National Red Cross blood compaign on April 29.

PROGRAM PROB

Rep. Gathings Still W

REP. A. C. GATHINGS (D-
wants a probe of radio and
sion programs no matter what
mittee may be assigned the
The Congressman in effect
this in a statement April
which he asked the House
state & Foreign Commerce
mittee to do the job.
It was this particular comm
which stepped into the pict
few weeks ago to stop a reso
introduced by Rep. Gathings
given clearance by the House
Committee [B•T, April 7].
resolution would have set
select committee to investigate
only radio-TV but also other
channels, namely comic
pocket-size books and magaz
It was aimed at "immoral
offensive" matter.
Rep. Gathings noted in his
ment that the Congress already
on tap a long-pending resolu
that he introduced a year ago w
would direct the House Comm
Committee to investigate radio
programs.
Under prodding by the comm
group and by the House leaders
Rep. Gathings dropped radio
from his proposed investigation
study of the various media
select committee. According to
Congressman, it is immaterial
him who does the radio-TV in
tigation, whether it be a select
mittee or the Interstate &
eign Commerce group.
In his statement, the Congre
man asserted he doubted whet
the NARTB TV code "will work
as successfully as intended. A th
ough study of the types of
grams that are put on the air in
cates that crime must pay in t
the networks and individual
tions persist in using crime
grams."

NEW COLOR CONVERTER

Accurate TV Labs. Announc

A NEW prismatic color conver
which fits on face of the pict
tube has been developed by
curate TV Labs., Van Nuys, Ca
To be produced initially for
inch sets in public places, it utili
a driving mechanism not subj
to government regulations in
of critical materials, according
E. O'Dell Woods, president.
"The converter uses CBS co
transmissions which may be relay
from the East Coast," he said,
ding "The conversion to color
simple."

WOW-TV Serves
ONE OF THE
FASTEST GROWING
TV MARKETS
in the United States
WOW-TV
NEBRASKA IOWA
Every day an average of 125 families is added to the WOW-TV AUDIENCE
PRESENT TOTAL OVER 119,000 SETS
LOW-COST HIGH-RATED PARTICIPATIONS NOW AVAILABLE
WOW-TV CHANNEL 6
A MEREDITH STATION
FOR AVAILABILITIES CALL ANY BLAIR-TV OFFICE OR WEBSTER 3400
OMAHA, NEBRASKA

ANIMATED AN
LIVE ACTIO
TV FILM SPO
20-Second and 1 Minute
TELESCRIPTION
823 VICTOR BLDG.
WASH., D. C.
Sterling 46

AUTRY-REPUBLIC
Final Briefs Filed

FINAL briefs have been filed in federal court, Los Angeles, in suit of Gene Autry to prevent Republic Pictures and its subsidiary Hollywood Television Service, from releasing any of the cowboy actor's old western movies to television.

Mr. Autry maintains his contract with Republic reserved even more rights than that of Roy Rogers who won a similar suit against the film studio several months ago. Republic, however, allegedly considers it has right to do anything it desires in the way of releasing those films.

The court has 30 days in which to render its final opinion. However, there is a possibility that its decision might await decision on Republic's appeal in the Roy Rogers suit.

CBC TV POLICIES
Dunton to Divulge April 30

CANADIAN BROADCASTING Corp. policies on commercial television are to be announced on April 30 at Toronto by CBC Chairman Davidson Dunton. He will speak at a television forum of the 37th annual meeting of the Assn. of Canadian Advertisers.

The policy statement will be the outcome of a number of meetings with CBC by members of the ACA and the Canadian Assn. of Advertising Agencies held at Toronto in recent months.

While no official statement has been made on CBC policy on commercial TV, it is understood that slightly more than half the programs to be telecast will be available for commercial sponsorship, with CBC retaining full control of program content and production.

Rates unofficially are expected to be quite high on a basis of number of sets in Toronto and Montreal areas, somewhere in the neighborhood of six TV homes for each advertising dollar. This will drop as there are more sets sold.

Mr. Dunton's statement will come during the afternoon session of the first day of the ACA annual meeting, being held at the Royal York Hotel, Toronto, April 30-May 2.

The TV forum panel will include in addition to Mr. Dunton, Mrs. Harriet Moore, director of psychological services, Social Research Inc., Chicago, and L. L. Cromien, Peterson Productions, Toronto.

At the May 1 afternoon radio session, Mark Napier, chairman of Canadian Advertising Research Foundation and vice president and managing director of J. Walter Thompson Co., Toronto, will discuss "More things advertisers want to know." Market research will be topic of a panel forum that afternoon, with participants being T. G. MacGowan, Firestone Tire & Rubber Co., Akron, Ohio; Abe Hackman, Macy's Inc., New York; and Dr. O. J. Firestone, economic adviser of the Dept. of Trade and Commerce, Ottawa.

FOOTBALL SUIT
Judge Grim Sets June 16 As Date for Trial

TRIAL DATE for the government suit against the National Football League, charging violation of the Sherman Anti-Trust Act through a radio and television "blackout" of the league's games, has been set for June 16 by Judge Allan K. Grim in U. S. District Court, Philadelphia.

Judge Grim set the trial date after granting, with restrictions, a request by NFL for names of persons to be produced as witnesses by the government and for access to documents to be introduced as evidence by the Attorney General's office.

The government charged last fall that the NFL was violating the act by restricting radio broadcasts and telecasts of its games [B•T, Oct. 15, 1951]. After hearing argument on NFL petition Jan. 8 to throw the case out, Judge Grim ordered a hearing and gave the league 45 days to reply to the government charge [B•T, Jan. 14]. The league declared Feb. 23 that it is not engaged in interstate commerce or trade as defined in the Anti-Trust Act and therefore, is not violating the act by restricting radio broadcasts and telecasts [B•T, March 3].

Judge Grim first denied the league counsel's original motion for access to all federal documents concerning the prosecution, saying "all the information would not be relevant," after the Attorney General's office had filed an answer to the NFL motion for the data, insisting that the information was "privileged."

The federal judge's restricting proviso in his acquiesence to the defense counsel's reduced demands was that persons volunteering information leading to the prosecution would not be identified. Persons who did not wish the NFL to have knowledge of their statements also would have their wishes respected, according to a further proviso.

NFL co-counsel, former Sen. Francis J. Myers (D-Pa.) hinted in court argument that the government made only a superficial investigation before filing suit. "They are on a fishing expedition to get evidence to prosecute the National Football League," he said.

Assistant U. S. Attorney W. Perry Epps said that granting the NFL demand for all documents would be burdensome, since the defense counsel had, among other things, asked for the schedules of the many radio and television stations affected by being blacklisted from broadcasting games.

Mr. Myers replied that granting the league's demands "would not be burdensome to the government, but it is vitally important to the NFL in their case to know if any of the stations had time available at the time of the games, or if they had contracts with sponsors which could not be cancelled."

Judge Grim set May 22 as a date for pre-trial conference with NFL and government attorneys.

TV'S MOVIE EFFECT
Exaggerated, Balaban Says

LONG-RUN effect of television on movies has been "exaggerated," according to John Balaban, president of Balaban & Katz Corp., Chicago, which owns a chain of movie houses and WBKB (TV) there. Mr. Balaban, who believes movie-goers merely have become more selective in their tastes, reported to B & K stockholders at a meeting in Chicago Tuesday.

He said TV profits this year would be about the same as last, $850,000, or more than half the total company net of $1,646,637. WBKB netted about $300,000 in 1950. Theatre profits were down from 1950, he reported. The company's $1,646,637 net income for the fiscal year ending Dec. 29 equalled $6.28 per share, a drop from $2,175,354 and $8.28 per share from the previous year. Dividends last year were $6 per share, compared with $7.25 in 1950.

Tiny TV Set

A TINY television set with a one-inch screen was put on display at an exhibition in Birmingham, England, by a manufacturer as an advertising novelty. The manufacturer said that the miniature set cost $1,540 to make.

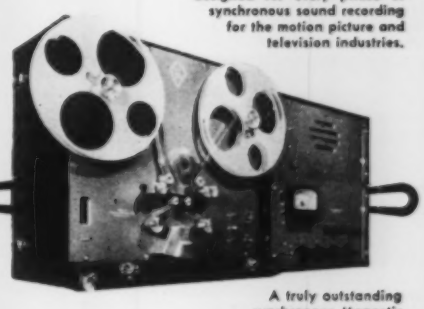
FORD FOUNDATION
Reports on TV Value

TELEVISION is "an influence of the greatest importance" in the opinion of the Ford Foundation's Fund for Adult Education, Foundation President Paul G. Hoffman said in an annual report April 11. Fund administers the foundation's Television-Radio Workshop under a $1.2 million grant and also received $3.6 million in grants for other adult educational projects in 1951.

Of the $1.2 million grant for the Television-Radio Workshop last year, $325,000 had been paid as of Dec. 31. Total grants approved by Foundation in 1951 amounted to $22,331,736, of which $12,005,559 was actually paid during year. These payments plus $18,057,000 paid in 1951 on grants approved in 1950 brought last year's total payments to $30,062,559.

the celebrated model S 5

designed for every phase of synchronous sound recording for the motion picture and television industries.



A truly outstanding synchronous Magnetic Sprocket film recorder.

- WORLD-WIDE PROVEN PERFORMANCE
- FILM CAPACITY 2100 FEET — 16 MM OR 17.5 MM
- AVAILABLE IN CARRYING CASES OR FOR RACK MOUNTING
- FULL ACCESSORIES FOR BATTERY OPERATION & ALL INTERLOCK SYSTEMS
- 35 MM SOUND FIDELITY PLUS MAGNETIC TAPE CONVENIENCE AT 16 MM PRODUCTION COSTS
- PROMPT DELIVERY

STANCIL-HOFFMAN

1016 NORTH HIGHLAND AVENUE
HOLLYWOOD 38, CALIFORNIA

• Write today for information on our complete recording systems . . . from microphone to release print.

The Key To Your Complete Recording Problems

Use Stancil-Hoffman better recording systems for radio, television, motion pictures and instrumentation . . . equipment designed to meet rigid Hollywood standards.

Our Respects To

(Continued from page 54)

was dodging torpedoes aboard an East Coast oil tanker. With prospects of an immediate transfer to special duty with Royal Air Force in the British Isles, he accepted a direct commission in the U. S. Army Signal Corps.

Shortly afterward he was in East Anglia as technical officer in charge of a million-watt radar station, observing operations of Hitler's Luftwaffe. A year later in London, 1st Lieut. John Poole's budding Army career was nipped by an attack of spinal meningitis.

The 25-year-old officer, who was flown home, didn't travel alone. Olivia de Reya, assistant to the publicity director of J. Arthur Rank's Two Cities Film, and a frequent hospital visitor, found herself cheering one soldier in particular. She decided to make it a lifetime job and became Mrs. John Hudson Poole on July 3, 1943.

A week later they flew back to the States. After six months' convalescence, Mr. Poole returned to active service and spent two years more with the Signal Corps. Upon discharge, he joined his wife and established their home in Southern California. The Pooles, who now include Anthony Francis 8, Peter Allen 4, and John H. Jr. 1½, make their home today at Corona Del Mar, Calif. near Laguna.

Mr. Poole took over active management of mining and oil interests previously handled by his father up to time of his death during the war years.

In 1947, Mr. Poole purchased AM station KSMA and KRJM (FM) Santa Maria, Calif. He combined the two into one profitable operation. Characteristically, he uncovered a far more desirable frequency for his stations shortly after taking over. He feels his technical ability paid off when KSMA was switched from the high end to central spot on the Santa Maria radio dial. About this time the FCC approved commercial broadcasting of facsimile. Within a few months enterprising Mr. Poole had the FM part of his operations sending out facsimile transmission to a number of experimental receivers.

Early in 1948, when inadequacies of the then-existent 13 VHF television channels were just becoming apparent, he obtained an FCC construction permit to build a UHF experimental TV station atop Signal Hill, overlooking Long Beach.

Initial experiments were made with a picture transmitter designed and built by himself and two ex-Army radio men. They demonstrated that there was reasonable chance of successful operations in the UHF region. He then set to work developing more powerful equipment in conjunction with Stanford Research Institute and R.E.L. Company of New York.

By 1950, KM2XAZ was operating up to 40 hours per week, radiating standard TV signals on the ultra high frequencies, and Mr. Poole could be seen almost anytime riding around Long Beach in a station wagon, fully equipped to make reception tests under all conceivable conditions.

Reaffirms Faith in UHF

By this time Mr. Poole says, he was thoroughly convinced UHF was to play a great future role, although most of the industry claimed the obstacles appeared insurmountable.

In an appearance before the FCC, Mr. Poole restated his faith that high radiated powers in the order of 200 kilowatts would be available before many years, and that other UHF equipment would be developed rapidly if an allocations policy providing incentive were adopted.

Never one to fear a fight, he opposed ABC, CBS, Allen B. DuMont Laboratories and a long list of others in upholding the issue of VHF-UHF intermixture, pointing out that four-fifths of America's available TV channels are in UHF.

Mr. Poole feared that this great segment of the telecasting frequencies would be crippled at birth if barred from use in the principal markets of the United States.

With Long Beach TV tests completed, Mr. Poole applied for authority to move KM2XAZ intact to Mt. Wilson so they could be continued over much longer distances. Early last fall, he bought the transmitter building occupied by KFMV (FM) Hollywood on Mt. Wilson. He leased a portion back to Harry Maizlish, head of KFMV (FM) for its continued operation. Rest of building was for KM2XAZ. By February the transfer was completed and the UHF television station now is undergoing initial tests from its new mile-high vantage point.

By no means forgetting AM radio, Mr. Poole in 1950 bought former facilities of KWKW Pasadena when station moved to a new location and frequency. With FCC sanction, he set up 1000 watt KALI Pasadena, on 1430 kc, which started operating Feb. 16 that year. He shared honors of the day with birth of his third son, John Jr.

KALI well launched, Mr. Poole sold his Santa Maria properties. Then he filed FCC application for the 740 kc channel.

Island Advantages

It was at this time that his experience transmitting from ships far at sea made him realize that Santa Catalina Island, always visible from the windows of his home, was the natural spot to locate a powerful regional radio station. Mr. Poole was granted his FCC construction permit in April last year on condition he dispose of KALI.

A 1000-watt transmitter was installed for tests and measurements were made throughout Southern California. He declares they revealed a coverage which makes the KBIG call letters a must.

Mr. Poole's life at present is occupied by shuttling between a Long Beach office, where he conducts his mining, oil and securities business; Los Angeles financial district; and new KBIG Hollywood studios and executive offices at 6540 Sunset Blvd., with side trips to Catalina Island and Mt. Wilson.

His stock market dealings have been strongly influenced by his radio operations. Mr. Poole likes to say that money which is building KBIG literally comes from television. He made a killing in the market after buying TV shares heavily in the early days.

He believes the revolution brought about by radio and TV is just getting off to a fair start. Mr. Poole likes to look to a future when there will be a KBIG-AM-TV-FM-FACSIMILE and perhaps something else as yet undreamed of.

It looks as though John Poole is well started toward realizing his dream of the future. However, the early May inaugural program of KBIG in both Avalon and Hollywood studios, thrilling as it may be, will have to take a back seat to a more intimate milestone. For that's exactly the time the family doctor predicts arrival of another Poole dual acquisition: Twins!

CANADIAN TOP TEN

Four Local Shows Place

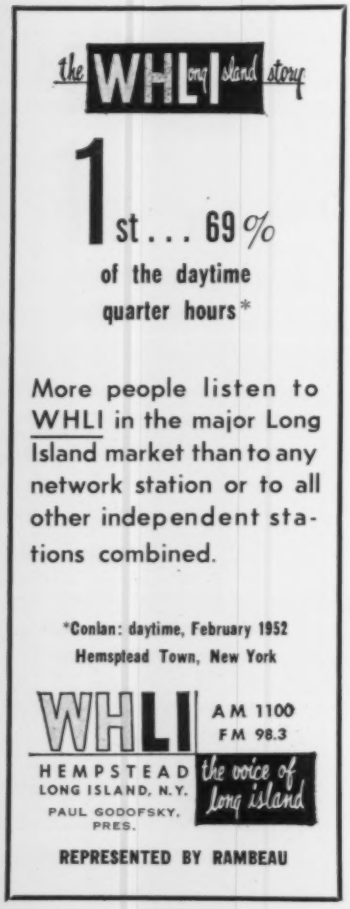
AGAIN in March, four Canadian evening network shows are among the ten most popular, according to the national rating report of Elliott-Haynes Ltd., Toronto. The ten leaders, with ratings, are: *Charlie McCarthy* 32.8, *Radio Theatre* 31, *Amos 'n' Andy* 29.9, *Our Miss Brooks* 27.5, *Ford Theatre* 20.7 (Canadian), *Great Gildersleeve* 19.8, *Share the Wealth* 19 (Canadian), *Your Host* 19 (Canadian), *NHL Hockey* 18.9 (Canadian), and *Suspense* 18.8.

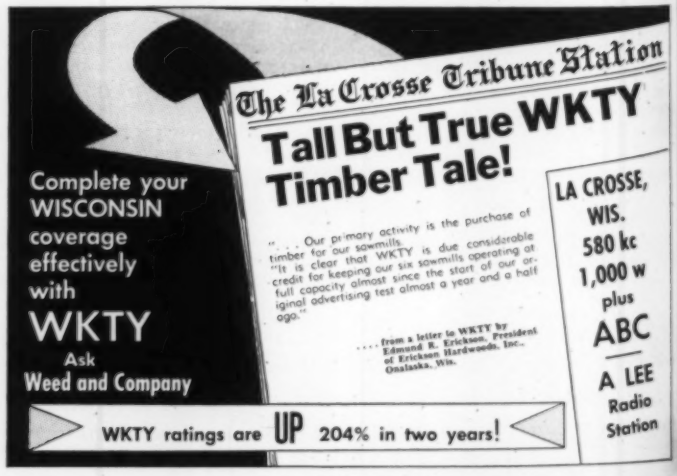
Daytime, one out of five leading shows was Canadian. They were: *Big Sister* 19.2, *Ma Perkins* 17.6, *Happy Gang* 17.2 (Canadian), *Road of Life* 16.9, and *Pepper Young's Family* 16.1.

French-language evening leading shows were: *Un Homme et Son Peche* 39.3, *Radio Carabin* 34.9, *Metropole* 30.7. *Jouez Double* 27.4, and *Theatre Ford* 25.7. Daytime French leading five shows were: *Jeunesse Doree* 31.5, *Rue Principale* 29.7.

FM Tower Topples

DAMAGE of $15,000 resulted when 65-miles-an-hour winds toppled the 420-foot FM tower belonging to WLAN Lancaster, Pa., on April 5. Frank H. Altdoerffer, WLAN owner and general manager, said the tower, unused for some time, was covered by insurance.


the WHLI long island story
1st . . . 69%
of the daytime
quarter hours*
More people listen to WHLI in the major Long Island market than to any network station or to all other independent stations combined.
*Conlan: daytime, February 1952
Hemspstead Town, New York
WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N.Y.
PAUL GODOFSKY, PRES.
the voice of long island
REPRESENTED BY RAMBEAU


The La Crosse Tribune Station
Tall But True WKTY Timber Tale!
". . . Our primary activity is the purchase of timber for our sawmills. "It is clear that WKTY is due considerable credit for keeping our six sawmills operating at full capacity almost since the start of our original advertising test almost a year and a half ago."
. . . from a letter to WKTY by Edmund R. Erickson, President of Erickson Hardwoods, Inc., Onalaska, Wis.
Complete your WISCONSIN coverage effectively with
WKTY
Ask Weed and Company
LA CROSSE, WIS.
580 kc
1,000 w
plus
ABC
A LEE Radio Station
WKTY ratings are UP 204% in two years!

programs promotion premiums

MERCHANTS in Oskaloosa, Iowa, reported largest sales day last week since Christmas as result of "Radio Sale Day" launched by KBOE there. Many retailers took part by lowering prices on several items and advertising them only on radio. Station furnished banners for window displays and promoted the event for 10 days on the air. Success was so great, station reports, that plans are now being made to make "Radio Sale Day" a semi-annual attraction.

WKNE BEGINS PUBLICATION

AS additional feature of its promotion campaign, WKNE Keene, N. H., last week began publication of *WKNE Time*, monthly magazine with pictures and stories of both local and CBS Radio stars. Also included are a column for the younger set, a recipe section for the ladies and short articles on the commercial and technical aspects of radio for the men.

COLLEGE WRITERS WANTED

TALENTED college writers will be given a chance to demonstrate their capabilities at KPRC-TV Houston. New program idea has been developed by Burt Mitchell, station's program director, to make local TV shows possible. Letters have been sent to 26 universities inviting their radio-TV departments to submit their best 30 minute scripts written expressly for TV. Houston dramatic groups will present the scripts on KPRC-TV.

WOKE AIRS HOUSING FORUM

ON-THE-AIR housing forum designed to answer all questions from listeners regarding proposed sale of houses and land in Oak Ridge, Tenn., owned entirely by the U. S. government, was broadcast recently by WOKE there. Forum consisted of two panels. One group was made up of citizens who asked questions of those on the other panel who were officials of the Atomic Energy Commission. Queries were phoned in by listeners. Program lasted nearly two hours with enough additional questions to have kept it on the air an additional hour if time had been available, station reported.

WIP IN EASTER PARADE

EASTER finery was utilized by WIP Philadelphia during holiday festivities in that city. At annual Easter parade, station tied in Capitol Records new release of score of "With a Song in My Heart." Four models promenaded on Rittenhouse Square carrying portable radios and twirling umbrellas lettered with "You're listening to the Capitol release 'With a Song in My Heart' broadcast by WIP—610 on the dial."

EARTHQUAKE COVERAGE

NEWS of the earthquake which shook six states April 9 was aired by KOMA Oklahoma City instantly, station reports, when program director, Bob Eastman cut all programs off the air and announced that the earthquake was occurring. His convictions, based on the shuddering of the building which houses the station, were confirmed by a conversation with the Weather Bureau which was broadcast by Mr. Eastman in his flash announcement. Station continued to broadcast information gathered from other points effected by the earthquake.

FARM SERVICE REPORT

SUMMARY and report has been completed by KPRC-TV Houston on its farm television services from Oct. 1, 1951, through March 31, 1952, Bill McDougall, radio-TV farm and garden director, announced last week. The farm schedule, inaugurated last Oct. 1, lists programs and services to agricultural interests by KPRC-TV in cooperation with colleges and universities, county agents, Houston Chamber of Commerce, rural youth organizations, milk interests, co-ops, farm bureaus, soil conservationists, cattlemen's groups, U. S. Production-Marketing Administration and other organizations.

SCHOOL FORUM

ROUNDTABLE discussions on current affairs comprise format of *The Interschool Forum*, new weekly half-hour program on WBRY Waterbury, Conn. Forum features students from public and private schools in area. Series, now in its fourth year, will run six weeks. Roland W. Tyler, debate director at Taft School and member of State House of Representatives, directs program.

BAND SPONSORED

STATE U. of Iowa band was aired by KCIM Carroll, Iowa, on commercial basis for the first time in history, station reports. School officials granted permission for sponsorship by Manning Creamery Co. after approving broadcast code for band. Provisions were band director could delete unsuitable portions of broadcast, university approve sponsor and that KCIM accept sole responsibility for copyrights and licenses of music performed. Both school and sponsor were happy with arrangement, station reports.

WAAM COVERS FIRE

SCOOP was scored in TV circles in Baltimore by WAAM (TV) there, according to station reports. Live telecast fortnight ago of a million dollar six alarm fire was handled by the station which is located one half mile from where the fire occurred. Cameras were mounted on the WAAM roof. First pictures of the blaze which began at 5:35 p.m. were on television screens on Channel 13 at 6:02 p.m. Total of 58 minutes of fire coverage was televised by the station during a two hour period.

STUDENTS SEE CANDIDATES

PUBLIC, parochial and private school students in the Philadelphia area will see *Presidential Timber*, telecast each Friday, 10:30-11 p.m. EST on CBS-TV. Special daytime schedule has been arranged by WCAU-TV Philadelphia so that children in history and social studies classes may see and hear Presidential candidates.

COVERAGE TESTIMONY

REPORT attesting to wide listening audience claimed by WLW Cincinnati has been received by the station. It was stated that because of mentions on WLW programs, a disabled war veteran received over 10,000 letters. Paul Jones, announcer, and Lee Jones, singer at the station, both broadcast soldier's name and address and letters began arriving from nearly every state in the union.

"SNEAK PREVIEW" MEETING

MORE than 30 driver-salesmen of Blue Ribbon Cake Co., Wilkes-Barre, Pa., met in WIP Philadelphia studios last week to attend "sneak preview" of *I Was a Communist for the FBI* which company will sponsor on that station. Sales strategy for Blue Ribbon products in the Philadelphia area was outlined for salesmen who were present so that "every man will know which products we're pushing and what he should stock."

WGAR REPORTS SCOOP

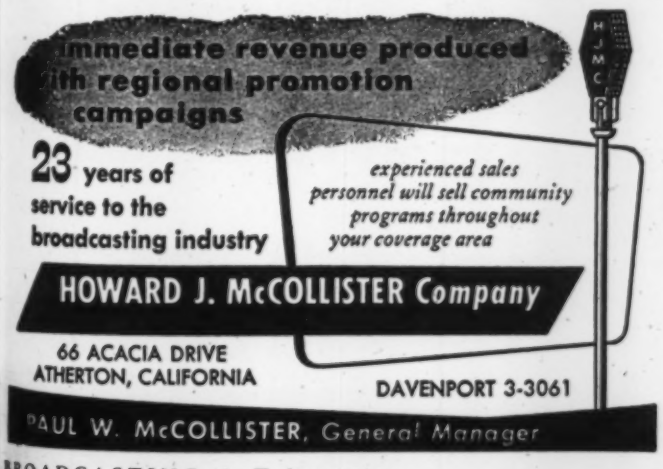
SCOOP was scored by Jim Martin, news editor, WGAR Cleveland, station reports, when he hopped a plane fortnight ago, flew to New York and climbed on board a troop ship arriving at Staten Island to welcome northern Ohio personnel arriving on troop ship. Mr. Martin tape recorded interviews, returned to Cleveland and broadcast the event the same night.

KDAL PLAYS HOST

IN attempt to acquaint 700 local school teachers with the mechanics of business in relation to education, KDAL Duluth cooperated with 63 business firms in the city a short time ago for a "Business-Education Day." Teachers visited the station to hear talks by members of all departments and attended luncheon where KDAL executives were hosts.

SUNDAY SCHOOL SERIES

SERIES of programs, *Sunday School With Uncle Bob*, has been inaugurated at KEX Portland, Ore. Bob Amsberry, station m.c., has turned teacher for weekly show designed for shut-ins who are unable to attend regular church classes.



NEWSPAPERS

FCC Policy Discussed

NOW that the House version of the McFarland bill (S 658) would provide that FCC could not discriminate against a newspaper applicant for a broadcast facility, at least one newspaper is happy.

The House Interstate & Foreign Commerce Committee's re-worked McFarland Bill was released officially a fortnight ago [B•T, April 14].

The section on newspapers is designed to prohibit alleged FCC policy of favoring a non-newspaper applicant over the newspaper applicant "all other factors being equal."

The McFarland bill would modernize the functions of the FCC. Under pressure from newspaper interests, the House committee inserted its new section on newspapers.

Plaudit was given the committee by the *Hartford* (Conn.) *Times* (WTHT Hartford) in an editorial printed early in April. It was reprinted in the *Congressional Record* April 10 by Rep. Antoni N. Sadlak (R-Conn.).

According to the *Times*, "We believe the unsoundness of such discrimination against newspapers has long since been proved by the high standards maintained by newspaper-owned radio stations. We think our own operation of Station WTHT is a case in point. . . .

"Ever since the invention of radio, the broadcasting of news has been a great public service. Radio is the fastest reporter in the world. Largely because of the interest of newspapers, and newspaper-supported agencies like the various press associations, radio news has become more and more accurate and has been more and more intelligently presented. The same beneficial processes will operate in the field of television unless a doctrinaire policy is permitted to intervene. The House version of the McFarland bill would keep radio and television open to newspapers on an equal basis with others. In the interest of fairness and public service we believe that to be good public policy."

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes) Regular Week March 2-8, 1952

Current Rank	Program	NIELSEN RATING* Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average For All Programs)	(7.4)
1	Amos 'n' Andy (CBS)	17.6
2	Jack Benny (CBS)	16.5
3	Lux Radio Theatre (CBS)	15.8
4	Charlie McCarthy Show (CBS)	14.4
5	Our Miss Brooks (CBS)	12.2
6	People Are Funny (CBS)	12.2
7	Dragnet (NBC)	11.8
8	Fibber McGee & Molly (NBC)	11.4
9	Philip Morris Playhouse (CBS)	10.9
10	You Bet Your Life (NBC)	10.8
	EVENING, MULTI-WEEKLY (Average For All Programs)	(4.6)
1	Beulah (CBS)	7.3
2	One Man's Family (NBC)	7.0
3	Lone Ranger (ABC)	6.7
	WEEKDAY (Average For All Programs)	(5.0)
1	Romance of Helen Trent (CBS)	8.9
2	Our Gal, Sunday (CBS)	8.7
3	Ma Perkins (CBS)	8.3
4	Big Sister (CBS)	8.3
5	Aunt Jenny (CBS)	8.2
6	Wendy Warren and the News (CBS)	8.0
7	Guiding Light (CBS)	7.8
8	Perry Mason (CBS)	7.3
9	Pepper Young's Family (NBC)	7.2
10	Arthur Godfrey (Liggett & Myers) (CBS)	7.2
	DAY, SUNDAY (Average For All Programs)	(3.2)
1	True Detective Mysteries (MBS)	7.4
2	Shadow, The (MBS)	5.9
3	Martin Kane, Private Eye (NBC)	5.4
	DAY, SATURDAY (Average For All Programs)	(3.6)
1	Theatre of Today (CBS)	6.7
2	It Happens Every Day (CBS)	6.1
3	Grand Central Station (CBS)	6.0

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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NCAB Sets Meet

NORTH CAROLINA Assn. of Broadcasters board of directors at its last meeting announced that the NCAB convention June 19-20 would be held at Nag's Head, N. C., upon recommendation of the convention committee. A special showing of the "Lost Colony" pageant there has been arranged for the meeting.

SALES figure for first quarter ending March 21 is reported by WJR Detroit at $852,957.65. Amount for same period in 1951 was $891,441.83.

PREPARING for last week's start of Houston Buff games are (l to r) Allen Russell, Buff pres.; Bill Bennett, KTHT gen. & coml. mgr.; Loel Passe, KTHT sports dir. and C. H. Weigand, sls. mgr., Houston District, Ford Motor Co.

JAMES WILSON, Hudson zone mgr., signs for Hudson dealers of Cuyahoga County, Ohio, to sponsor WGAR Cleveland's *Damon Runyon Theatre*, a Mayfair production. Watching are Harry O'Grady (l), acct. exec., Baisch Adv., and Mannie Eisner, WGAR.

MAX TUCKEL (c), co-owner, Tuckel's appliance store, signs for 7,700 time checks over WCCC Hartford in year which began last month. Others are Hamilton Heyl (l), WCCC acct. exec., and Morris McKeever, Tuckel's sls. mgr.

MILLER'S Furniture Store, Harrisburg, Pa., signs for sponsorship on WHGB there of Martin Agronsky, ABC commentator, Mon. through Sat., and ABC's *America's Town Meeting*, 9-9:45 p.m. Tuesday. Present are (l to r) Carl Patton Jr., Miller's adv. mgr.; John Shearer, WHGB acct. exec.; Mr. Agronsky, Allen Solada, WHGB coml. mgr., and Jack Hooper, WHGB sta. mgr.

ATLANTIC Refining Co. and Philco sign to sponsor full Cleveland Indians schedule over WERC Cleveland. At signing are (seated, l to r) Ed Young, pres., Young Bros. Electronics, Philco distributor for northwestern Pennsylvania; Harry Burkett, Atlantic Refining dist. mgr.; Leonard Neiderritter, pres. Leonard Neiderritter Co., and Charles E. Denny, WERC gen. mgr.; (standing l to r) Earl Chaffee, Chaffee Tire Co., Art Ingram, WERC coml. mgr.

19 YEARS
...and still they're buying
(see inside front cover)
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

WJR BUILDING

Hinges on Zoning Bid

PETITION by WJR Detroit has asked the city's common council to rezone an area on the Detroit River to permit the station to erect a three-story television-broadcasting building. Preliminary hearing has been held in discussion form only and the council not indicating when it will decide on the case.

The proposed building, planned as an adjunct to WJR's present quarters in the Fisher Bldg., would be on property in the city's river front development area. Property runs 173 ft. in width along Jefferson Ave. and back 900 ft. to the river.

A city plan commission staff report stated that "this area was designated for multiple dwelling use in the master plan on the basis that recreational and residential developments would permit enjoyment of the river front by the greatest number of people.

AMERICAN LEGION SHOW

Air Power Programs Set

AMERICAN LEGION has prepared a new series of programs concerning U. S. air power. First of the programs is set for the week of April 28 and will feature a roundtable discussion led by Secretary of the Air Force Thomas K. Finletter.

First program is to be a half-hour. Subsequent programs of 15 minutes duration are to be sent out at two-week intervals. Radio stations desiring these broadcasts may obtain them by writing to the Public Relations Div., American Legion, 1608 K St., N. W., Washington, D. C.

Union Rejected

WITH 19 "no union" votes cast, two AFL affiliates lost their unionization campaign of employes at Capitol Records Inc., Hollywood, a NLRB tally just released reveals. The employes constitute the thirty-third small-shop group in the Los Angeles area to reject unionization by way of NLRB-conducted elections since Jan. 1, it was said.

New Business

(Continued from page 14)

names Al Carmona Adv., Hollywood. Radio-TV will be used.

PHILADELPHIA TEXTILE FINISHERS Inc., Norristown, Pa., names Eldridge Inc., Trenton, N. J.

NEWPORT SOAP Co., Oakland, Calif., affiliate of Safeway Stores Inc., appoints Buchanan & Co., S. F. **RAY RANDALL** is account executive.

SANTA MONICA NEW CAR DEALERS, Santa Monica, Calif., appoints Irwin Co., Beverly Hills. Concentrated radio-TV spot campaign started April 16 for 52 weeks.

BRAND NAMES FOUNDATION appoints John LaCerda Adv., Phila., for eastern Pennsylvania, Delaware and New Jersey.

MEAKIN-McKINNON Inc., Lockport, N. Y., appoints Ellis Adv., N. Y., for Mat-A-Door Cocoa Mat.

BEVERLY HILLS PROVISION Co., Beverly Hills (packaged meats), appoint Irwin Co., that city. Radio and/or TV spot campaign will be used in cooperation with **DEEP-FREEZE**, division of Motor Products Corp., Detroit.

WEST COAST ENGINEERS Inc., L. A. (Wastemaster disposal), names Hutchinson-Hadlock Co., Hollywood. Radio is being used.

STEWART F. LOUCHHEIM DISTRIBUTORS, Phila., names Ed Shapiro Adv., that city, for campaign for James Line—Mobile Dishwashers.

L. D. FAAS Inc., Southgate, Calif. (mfrs. King-O-Lawn power edger), appoints Kent Goodman Adv., Hollywood. TV being used.

METROPOLIS BREWING Co., Trenton, N. J. (Champale), names Roche-Eckhoff & Assoc., Hollywood, to handle advertising in California, Oregon, Washington, Nevada and Arizona. Radio and TV will be used.

TODD'S CLOTHES Inc., L. A. (men's clothing), and **NORTHWESTERN FURNITURE Co.**, that city (retail furniture), appoint Lionel Adv., Hollywood. TV is being used.

FREEWAX Corp., Tallahassee, Fla., names Liller-Neal-Battle, Atlanta, to handle new product, Freewax. **C. K. LILLER** is account executive.

BURGK & NELSON, S. F. (clothiers), appoints Ad Fried Adv., Oakland, to promote new Oakland store. Radio and TV are being used.

Adpeople . . .

C. W. COOK, product manager for Instant Maxwell House Coffee, named sales and advertising manager of Maxwell House division, General Foods.

ROBERT H. DILLER, former news editor, WIND Chicago, to Austin-Western Co., Aurora, Ill. (construction equipment), as assistant advertising and sales promotion manager.

DONALD B. DOUGLAS resigns as vice president in charge of advertising for Quaker Oats Co., Chicago, but continues as board member.

RALPH FOOTE, advertising manager, Beech-Nut Packing Co., Canajoharie, N. Y., retires effective July 1 but will continue as advertising consultant to company.

JOSEPH J. MERLO resigns as advertising-sales promotion manager, Payne Furnace Div. of Gas Equipment Inc., Monrovia, Calif.

BAB EXPANSION

Seeks Chicago Manager

BAB PLANS for opening a Chicago office and the addition of several promotion and research specialists to the New York staff were announced last week.

President William B. Ryan said a search for a manager for the Chicago branch is now in progress and that its success will largely determine the date when the new office will be opened. The Chicago manager's primary duty will be to make personal presentations to national advertisers and agencies in behalf of radio advertising.

For the managership, BAB is looking for "a seasoned radio promotion man with sales know-how." Additionally, "a person of similar capacity" is to be added to the New York staff, along with a number of research and promotion specialists to expand BAB services at both national and local levels.

"The present staff has been making presentations to national advertisers, chain store heads and ad agencies at the rate of approximately 30 a month," Mr. Ryan reported, adding that "This is to be stepped up to at least 90 such presentations a month."

He also said that several new research projects will be launched shortly, requiring additional supervisory and exploitation personnel.

With Just PG

You can effectively and economically cover this Green Bay Market

The Green Bay Market is an uncommonly receptive market where average spendable income exceeds state and national figures

WJPG

PROGRAM POLICY: "More Reasons for More People to Listen More Often."

THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE

GREEN BAY, WIS.
McGILLVRA, Rep. N.Y. & CHI.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 25 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

To Address JLA

TWO broadcasting representatives —Robert K. Richards, NARTB director of public affairs, and Jack Rayel, NBC supervisor of TV package program sales—will speak at the 1952 conference of the Assn. of Junior Leagues of America to be held early this week at the Lake Placid Club, Essex County, N. Y. Mr. Rayel is to appear at a radio-television workshop today (Monday) where members of the 177 Junior Leagues will discuss their educational-entertainment programs, broadcast mostly to children. Mr. Richards is to speak Wednesday night.

LABOR POLICY

RCA Tells of Record

RCA is proud of its "outstanding record" on fair employe practices and maintains a steadfast policy of no discrimination in all its activities at government, military and civilian levels, RCA President Frank M. Folsom told a Senate subcommittee last Wednesday.

Mr. Folsom testified before a Senate Labor and Public Welfare subcommittee looking into labor-management relations in connection with fair employment practices legislation. Hearings were held on the two bills (S 55, 1732), authored by Sens. Hubert H. Humphrey (D-Minn.) and Irving Ives (R-N. Y.), members of the full committee.

The RCA president noted that RCA "has long been a leader in establishing progressive employment practices" and that Brig. Gen. David Sarnoff, RCA board chairman, displayed leadership in reaffirming company policy since 1919.

It also was explained that Negroes hold such NBC job titles as director of community affairs, senior staff writer, accountant, studio engineer, announcer and others. Employment opportunities for Negroes at RCA Victor also were cited by Mr. Folsom.

Original employment by RCA, or by any of its divisions and subsidiaries, is based on the applicant's fitness and suitability for the work to be done. Job retention and promotion to greater responsibility are based on the same credentials, plus the worker's record of performance, Mr. Folsom stated. As a result, he added, such a policy has produced gains for minority-group workers.

FOR FINEST TAPE RECORDING

WGAC
Augusta, Ga.

USES Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

April 16 Decisions . . .

BY FCC BROADCAST BUREAU

Granted License

KSGM Ste. Genevieve, Mo.—Granted license covering frequency change, power increase and installation of DA-DN: 980 kc, 500 w, DA-1, unl.; cond.

KTOE Mankato, Minn.—Granted license covering daytime power increase: 1420 kc, 5 kw-LS, 1 kw-N, DA-N, unl.

WLCS-FM Baton Rouge, La.—Granted license for new FM station: 101.1 mc (Ch. 266), 680 w, ant. 200 ft.

WOUI Athens, Ohio—Granted license covering changes in noncommercial educational FM station: 91.5 mc (Ch. 218), 10 w.

WTSV-FM Claremont, N. H.—Granted license covering changes in FM station: 106.1 mc (Ch. 291), 4.8 kw, ant. 1000 ft.

WFBC-FM Greenville, S. C.—Granted license for new FM station: 93.7 mc (Ch. 229), 8.7 kw, ant. 170 ft.

WFAN Washington—Granted license covering changes in FM broadcast station: 100.3 mc (20 kw), ant. 320 ft.

WMGR Bainbridge, Ga.—Granted license covering change in studio and trans. sites.

WMRC-FM Greenville, S. C.—Granted license covering changes in FM station: 94.9 mc (Ch. 235), 3.94 kw, ant. 268 ft.

WHK Cleveland, Ohio—Granted license covering changes in DA-N system and utilize new FM supporting tower for non-directional daytime operation.

Granted CP

WMUA Amherst, Mass.—Granted CP for new noncommercial educational FM station: 91.1 mc (Ch. 216), 10 w.

WYSN New Castle, Ind.—Granted CP for new noncommercial educational FM station: 91.1 mc (Ch. 216), 10 w.

Extended Completion Date

WBEN-TV Buffalo, N. Y.—Granted mod. CP for extension of completion date to 11-1-52.

KECC Pittsburg, Calif.—Granted mod. CP for extension of completion date to 6-1-52; cond.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

Radio Norwich Inc., Norwich, N. Y.—Granted petition insofar as it requests leave to amend its application to change the ant. ground system and unattenuated radiation at one mile; denied insofar as it requests removal of application from hearing.

Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla., and Alabama-Gulf Radio, Foley, Ala., and WEBK Tampa, Fla.—On Commission's own motion, further hearing in this proceeding was continued from April 14 to April 21 in Washington.

Radio Lakewood Inc., Lakewood, Ohio—Granted petition for dismissal without prejudice its application.

Indian River Bcstg. Co., Vero Beach, Fla.—Granted petition to accept its late appearance in proceeding re its application and that of WEAT Palm Beach, Fla.

WEAT Palm Beach, Fla. — Granted petition for leave to amend its application to permit submission of Exhibit 3b, which is extension of option shown as Exhibit 3.

WJDX Jackson, Miss., and WGGA Gainesville, Ga.—Granted petition of WJDX for dismissal without prejudice its application. On Commission's own motion, removed from hearing docket application of WGGA.

WJDX Jackson, Miss.—Dismissed as moot petition for leave to amend its application with respect to program information.

By Hearing Examiner James D. Cunningham

Chief, FCC Broadcast Bureau—Granted petition for extension from April 1 to April 17 of final date for filing proposed findings upon the record heretofore made in proceeding re Del Bcstrs. Inc., Thibodaux, La., and the of Charles Wilbur Lamar Jr., Houma La.

By Hearing Examiner Leo Resnick

American Bcstg. Co., New York—Granted petition for order to be issued authorizing taking of deposition on written interrogatories of Mr. Earl Anderson, vice president and director of ABC in proceeding re its application et al, in New York, commencing April 3 and continuing until concluded; further ordered that interrogatories be properly taken, sealed and filed.

West Side Radio, Tracy, Calif.—Granted petition for an extension to May 14 to file proposed findings in proceeding re its application.

By Hearing Examiner Elizabeth C. Smith

WMEX Boston, Mass.—Granted motion for continuance of hearing from April 7 to May 15 in Washington, in proceeding re application of WHDH Medford, Mass.

By Hearing Examiner Fanney N. Litvin

The Toledo Blade Co., Toledo, Ohio and WTOD Toledo, Ohio—Granted motions to reopen record for sole purpose of including information and data re capitalization and officers of The Toledo Blade Co., and information and data in affidavit of Mrs. Sunne Miller manager of WTOD re affiliation contract which applicant recently entered into with Liberty Bcstg. System and also re current changes in staff of WTOD, and record closed.

GIFT TO MIT

'RCA-Clark Radioana'

RADIO RECORDS documenting more than 50 years of wireless pioneering and development—equivalent, in books, to some 5,000 volumes—were presented to the Massachusetts Institute of Technology for its library by RCA last Wednesday.

The historical records, known as the "RCA-Clark Collection of Radioana," were amassed during his radio career by George H. Clark, MIT class of 1903 and, until his retirement in 1946, a member of RCA. It was presented to MIT President James R. Killian Jr. by Dr. Charles B. Jolliffe, vice president and technical director of RCA.

Referring to the MIT Library of Industrial Development, Dr. Jolliffe said in his presentation speech, "We here today cannot see with certainty all of the uses which this special library will have. But we can feel quite confident that scholars of the future, as they read through the yellowing pages of these documents, will be grateful for the foresight which brought this project into being."

The RCA-Clark Collection contains correspondence files of early radio companies, photographs, blueprints, specifications, research reports, records of litigation, log books, unpublished biographies of radio pioneers and scrapbooks of newspaper clippings tracing the growth of the radio industry, with emphasis on the 1900-1935 period.

WLW-Albers Pact

CROSLEY Broadcasting Corp., operator of WLW Cincinnati, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, has arranged a year-long merchandising-promotion plan with Albers Super Markets Inc., 65-store midwest grocery chain. The stations will receive three displays each week in each store. In addition, the food firm will use a series of daily spots on the TV stations.

FCC actions

APRIL 11 THROUGH APRIL 17

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hrs**

STA-special temporary authorization

Grants authorizing new stations and transfers, accompanied by roundup of new station and transfer applications, begin on page 99.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

DAVID & BARBEAU
TELEVISION PROJECT CONSULTANTS
STATION PLANNING and OVER-ALL GUIDANCE
P. O. BOX 996 SCHENECTADY, NEW YORK

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLETT & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church Street, N. W. DEcatur 1231
Washington 5, D. C.
Member AFCCE

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

Member AFCCE

April 16 Applications . . .

ACCEPTED FOR FILING

AM—1060 kc

KXOC Chico, Calif.—Requests CP to change frequency from 1150 kc to 1060 kc, increase power from 5 kw to 10 kw, etc.

AM—1280 kc

KTLN Denver, Col.—Requests CP to change frequency from 1150 kc to 1280 kc, increase power from 1 kw to 5 kw, install DA-DN, change operating hours from D to unl., change trans. location from Denver to Englewood, Col., etc.

AM—570 kc

WACL Waycross, Ga.—Requests CP to change operating hours from D to unl., retaining power of 1 kw, and install DA-N.

License for CP

KOKX-FM Keokuk, Iowa—Requests license for CP which replaced CP which authorized changes in FM station.

Change ERP, Location, Etc.

WCPS-FM Tarboro, N. C.—Requests mod. CP which authorized new FM station to change ERP, ant. height above average terrain, trans. location, etc.

Extend Completion Date

WHP-FM Harrisburg, Pa.—Requests mod. CP, as mod., which authorized new FM station, for extension of completion date.

WLAB (FM) Lebanon, Pa.—Requests mod. CP, as mod. and reinstated, which authorized new FM station, for extension of completion date.

License Renewal

WJPR Greenville, Miss.—Requests renewal of license.

APPLICATIONS DISMISSED

Metropolitan Atlanta Bcstg. Co., Atlanta, Ga.—DISMISSED request for new AM station on 1490 kc, 250 w unl.

WHIL Medford, Mass.—DISMISSED mod. CP, as mod., which authorized new AM station, to change frequency from 1540 kc to 1550 kc (contingent on cancellation of program tests on 1540 kc).

(Continued on page 99)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Salesman, excellent opportunity, 5 kw midwest station. Top organization, future advancement. Box 919M, BROADCASTING • TELECASTING.

Salesman. Good opportunity in Illinois for hard-hitting salesman. Liberal drawing against commissions. Send details to Box 924M, BROADCASTING • TELECASTING.

Announcers

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliate. Pay dependent on ability. Box 536M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket. $60.00 to start. Virginia network station. Opening immediate. Box 724M, BROADCASTING • TELECASTING.

1000 watt independent daytimer near Chicago wants staff announcer. Personal interview required. State age, experience. Box 753M, BROADCASTING • TELECASTING.

Good combo man needed May First by progressive network station in New Mexico, high guarantee. Send all particulars first letter. Box 756M, BROADCASTING • TELECASTING.

5 kw metropolitan affiliate wants versatile, experienced announcer to join topnotch staff. Send audition and complete details to Box 891M, BROADCASTING • TELECASTING.

Immediate opening for announcer or combo man. Georgia network station. Salary commensurate with ability. Box 901M, BROADCASTING • TELECASTING.

New station in Wisconsin vacationland, opening for announcers with 1st class ticket. Above average pay for above average working conditions. Box 908M, BROADCASTING • TELECASTING

Combination man with first class license. Audition platter and references requested. Box 921M, BROADCASTING • TELECASTING.

Experienced announcer for 25,000 watt Nebraska station. Send full particulars, audition record, board experience and salary requirement, first letter. Box 926M, BROADCASTING • TELECASTING.

New 5000 watt AM and 22,000 FM watt station soon to take the air needs experienced announcers and copywriter, most modern installation in the area, progressive independent programming, congenial staff, jobs open offer the opportunity to grow with station, all inquires held confidential, possible openings for first class operator. Positions open now. Box 955M, BROADCASTING • TELECASTING.

Combination man. Willing to work. First phone requisite. Northeastern Pennsylvania. Excellent library. Handle all types programs. $300 month with overtime. Regular increases. Opportunity to sell and advance to executive positions. If you want all-round experience, this is your chance. Rush details. Box 957M, BROADCASTING • TELECASTING.

Two announcer-engineers and one engineer wanted immediately. Rush audition and application for immediate employment. Mail to Wade Ebeling, General Manager, KBUH, Brigham City, Utah.

Combo, first class ticket. Announcing ability and permanency most important. Send audition and all details. WBUT, Butler, Pennsylvania.

Help Wanted (Cont'd)

Combo-man, Pacific northwest kilowatt independent. Good man can start at $72.50. Car necessary, 1st class ticket, good announcer. 40 hour week, overtime. Apply with disc and photo. KWIE, Kennewick, Washington.

Wanted, hillbilly disc jockey at once for morning shift, must be sober and willing to work. Good salary to start. Contact Radio Station WDKD, Kingstree, S. C.

Announcer, versatile, good voice. $60 up. Write full details to John Garrison, WFUN, Huntsville, Alabama.

Announcer, operate board. Submit transcribed audition, salary; background. WHAP, Hopewell, Va.

Good announcer who can handle programming and write local news. Excellent opportunity, immediate opening. Air mail voice disc, salary requirements. Complete personal data. Manager, WHIT, New Bern, N. C.

Announcer-engineer (first class): Excellent position with top station in a top market. Must have good voice and be able to use it. Advancement unlimited. Rush audition and full particulars to Jack Black, WNOR, Norfolk, Virginia.

Experienced announcer, strong on dignified production. Audition, photograph, data, salary first letter. Program Director, Bill Sorrell, WOKE, Oak Ridge, Tennessee.

Experienced staff announcer. Send audition and resume immediately. WWPG, Palm Beach, Florida.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

1000 watt daytimer near Chicago wants first class engineer. Announcing ability helpful. Require personal interview. Box 893M, BROADCASTING • TELECASTING.

Engineer no announcing, $70.00 weekly. Give engineering background and how quickly available with application. Box 942M, BROADCASTING • TELECASTING.

Engineer-announcer first class ticket. Up to $75.00 starting. Western Pennsylvania. Box 958M, BROADCASTING • TELECASTING.

Immediate opening for 1st phone engineer. 5 day week with good pay. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

Operator who can announce or is willing to learn, announcing chores are light and transmitter shift is pleasant. If you are inexperienced, we will teach you both announcing and operation. Can use college student during vacation in this job. Bert Wick, KDLR, Devils Lake, N. Dak.

Engineer-announcer for 1 kw farm station. KMMO, Marshall, Missouri.

First class engineer, no experience required. WCOR, Lebanon, Tennessee.

Wanted immediately. Two combination engineer - announcers. Florida west coast city. Send audition, photo, resume and salary requirements WDHL, Bradenton, Florida.

Immediate opening for first class operator, WEAV, Plattsburg, N. Y.

Wanted—Engineer, first phone, experience unnecessary. Contact Chief Engineer, WEOL, Elyria, Ohio.

Help Wanted (Cont'd)

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

Engineer, 1st class, prefer combo. Salary $60 up. John Garrison, WFUN, Huntsville, Alabama.

Need engineer now. Prefer combination man. Permanent. WGGA, Gainesville, Georgia.

Immediate opening first phone engineer-announcer. Beginners considered. 40 hour evening shift, mainly network. Good working conditions and opportunity to advance. Air mail voice disc, salary requirements, complete data. Manager, WHIT, New Bern, N. C.

Wanted, engineer-announcer at once. Radio Station WHLN, Harlan, Kentucky.

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

First class engineer-announcer. Permanent position, good working conditions. WJAT, Swainsboro, Georgia.

First phone man, with or without experience. Daytime hours, salary based on experience. WJET, Erie, Penna.

Immediate opening first phone qualified engineer. Write Manager, WKWF, Key West, Florida.

Engineer-announcer and announcer opening. Good independent. Write WMDN, Midland, Michigan.

Wanted, engineer, first phone. Experience unnecessary. WMGW AM-FM, Meadville, Pennsylvania.

First class engineer-announcer needed by 5000 watt WOOF, Dothan, Ala., at $90.00 weekly.

Wanted immediately, combination engineer to help build 1000 watt station. Some selling. Phone or wire Radio Station WROS, Scottsboro, Alabama.

Wanted immediately, transmitter operator with first class phone license. No experience necessary. Starting salary fifty-five per week. Write Chief Engineer, WSIP, Paintsville, Kentucky.

Wanted—Consulting engineer, field and application work AM and TV. Please state full qualifications and personal status. Replies held confidential. Walter F. Keen, 1 Roverside Rd., Riverside, Ill.

Production-Programming, Others

Wanted—Capable young lady for continuity. Real opportunity with network affiliate in Michigan, midway between Chicago and Detroit. Prefer someone with air work who can build daytime women's show. Kindly send details of yourself as well as disc, or tape, if available. Box 700M, BROADCASTING • TELECASTING.

News director, supervisor, 4 man sports, farm and news department. Only experienced men with journalism degree need apply. Good salary with bonus. 5 kw midwest. Box 705M, BROADCASTING • TELECASTING.

Woman's director for 5 kw metropolitan affiliate. Handle own show and double in continuity. Good salary. Send audition, full particulars first letter. Box 892M, BROADCASTING • TELECASTING

Copy creater with professional touch—must be able to keep up level of leading women's show. Experience not necessary. References. Box 950M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Production manager to air shows, supervise farm staff. Two years around experience necessary. KM... Marshall, Missouri.

Established 1000 watt indepen... wants experienced copywriter, ma... woman. $50 week and splendid op... tunity for advancement. Call or w... immediately, WCNT, Centralia, Ill... phone 5151.

Situations Wanted

Managerial

Attention southern station own... Two young men, general manager ... chief engineer want to operate so... ern station, hard workers. Can ta... complete charge. Need only work... interest, or chance to buy in. B... 625M, BROADCASTING • TELECA... ING.

Man with 10 years experience des... job with midsouth station as comm... cial manager. Presently employed ... that capacity, 5 years in selling can ... the job done, also good announcer ... writer. Can offer first class rec... mendations. Box 895M, BROADCAS... ING • TELECASTING

Manager, assistant manager, progr... director. 16 years experience in ... phases radio. Familiar both netw... and independent operation. Now w... major market station. With pres... employer 5 years. Age 33, fami... Have car. Interested in west or... Box 905M, BROADCASTING • TEL... CASTING

General manager: 18 years experien... desires management of aggressive st... tion, not over 5000 kw. Outstandi... achievement record in sales, progra... ming, engineering. Box 906M, BROAD... CASTING • TELECASTING

Manager, proven background of su... cessful sales and program manage... ment. Prefer radio-TV setup, or if y... plan TV later, let's plan it together... Immediate. Box 910M, BROADCAS... ING • TELECASTING

I am placing this ad for our genera... manager since our corporation has so... the station. Within two years h... tripled the market value of our sta... tion, nearly doubled its gross, in... creased its audience, enables us no... to sell our station at a profit after co... ing out of the red into solid black. H... has proved himself to be a man o... ability, drive, stability and integrity... built on a varied background of 1... years in several phases of this busi... ness. We think he would make a... valuable man as general manager... sales manager or key executive in a... organization with room to grow or i... one that wants to hold its leadership... Replies confidential, direct to president... of corporation. Box 608M, BROAD... CASTING • TELECASTING.

Young energetic manager-commercial... manager desires position in southeast... Successful record, excellent references... civic minded, family, no bad habits... Legitimate reason for change. In no... hurry. Write Box 929M, BROADCAST... ING • TELECASTING.

General or program manager. Thirteen... years experience in all phases of man... agement, programming and sales. Re... liable civic minded family man in mid... thirties. Prefers midwest. Available... May 15. Box 949M, BROADCASTING... • TELECASTING.

Sales manager: Sound local and na... tional sales experience. Excellent man... agement and personal sales record... Interested in remuneration com... mensurate with results. Unhealthful... climate present location sole reason for... move. Box 956M, BROADCASTING ... TELECASTING.

Salesmen

Sales proof. Account executive mid... west major network affiliate seeking... greater opportunity. Under 35, family... 9 years sales and management experi... ence. Box 948M, BROADCASTING ... TELECASTING.

Experienced salesman, 27, wishes job... on gulf or south Atlantic coast. Mar... ried with family. Box 951M, BROAD... CASTING • TELECASTING.

Announcers

Announcer-engineer, first class good... announcing, vet. 18 months experi... ence, all phases, south preferred. $75.00... minimum. Box 761M, BROADCAST... ING • TELECASTING.

Married, veteran, draft exempt, 2 years... experience. Strong on news and sports... Working in west, wish to return east... Box 762M, BROADCASTING • TELE... CASTING.

Situations Wanted (Cont'd)

Experienced announcer, all phases, young, single, draft exempt, college degree, operate console, DJ, news. Presently employed Mutual affiliate. Desires permanent relocation in the east. Tape, photo, Box 885M, BROADCASTING • TELECASTING.

Experienced announcer, strong on DJ, commercials, news, operate console. Veteran. Middle Atlantic, New England states, presently employed. Box 904M, BROADCASTING • TELECASTING

Top sportscaster, regional rep, five years experience baseball, football, basketball, special events. Desire sports station in good market. Top references and tapes on request. Presently employed. Box 912M, BROADCASTING • TELECASTING

Combo announcer-engineer, ad lib morning man. Deep voice. Five years experience, $90 per week. Permanent job desired. Not looking for stepping stone. Box 913M, BROADCASTING • TELECASTING

Announcer-engineer, first phone. 2½ years experience, all phases. Desires position affording sports play-by-play. Married, veteran. College graduate. Box 915M, BROADCASTING • TELECASTING

Morning man. Leading and sold out in five station market. Available if your offer is right. Recording and details on request. Write Box 916M, BROADCASTING • TELECASTING

Announcer - program director, eight years in radio: over four where now employed. College graduate, married, dependable, sober. Box 922M, BROADCASTING • TELECASTING.

Announcer, disc jockey, actor, deep, rich melodious bass voice, magnetic personality, 16 years experience. Can make $$$ for you. Box 925M, BROADCASTING • TELECASTING.

Ambitious gal. Good continuity writer, announcer, DJ. Air experience N.Y.C. station. Resume, disc available. Box 930M, BROADCASTING • TELECASTING.

Announcer - engineer. Three years sports, news, talent shows. Family. Prefer northeast. Box 931M, BROADCASTING • TELECASTING..

Experienced staff announcer, news, DJ, personality, veteran, married. Dependable, references. Box 932M, BROADCASTING • TELECASTING.

Announcer, DJ, exhaustive knowledge music. Some sports. Also interested news coverage, leg work. Free lance experience in New York. No hillbilly. Box 933M, BROADCASTING • TELECASTING.

Announcer, 5 years all phases, prime interest in sports. 1st phone. Married, good worker. Box 934M, BROADCASTING • TELECASTING.

Combination man specializing in announcing and sales wants short transmitter shift. TV applicant preferred. Box 935M, BROADCASTING • TELECASTING.

Sportscaster. Present station going foreign language. University grad, four years experience college, high school, basketball and football. Minor league baseball. Vet, 26. Good references. Disc available. Box 939M, BROADCASTING • TELECASTING.

This voice for hire—top net calibre, colorful, compelling news rewrite-presentation, new car, tape equipment, flying license, for special events coverage. Five years experience all phases, cleancut family man, likes constructive community activities, preference California, intrigued? All requests complied. Box 952M, BROADCASTING • TELECASTING.

Good staff man and DJ—available in two weeks. Any market except south where good proposition offered. Family man. Box 954M, BROADCASTING • TELECASTING.

Announcer, 2 years college, schooling radio broadcasting. Small salary for location 75 miles radius New York City, qualifications, disc, photograph. Downey, 1863 Crawford, Cleveland, Ohio.

Announcer. Licensed. Experienced. Don Kennett, 1503 Meridian Pl., Washington, D. C. Columbia 3796.

Four years experience announcing, programming, copywriting and selling. Veteran, married. University and radio school graduate. Available immediately. Dwight Larick, Kosciusko, Miss.

Not Don Wilson! 27, neat, conscientious, versatile. Radio school, light experience. Sincere, amiable. Write, phone, Mastroni, Normandy Road, Fairfield, Connecticut.

Situations Wanted (Cont'd)

Young announcer, more promise than experience, fine voice, excellent ad lib, draft exempt, personal audition or disc. W. E. Wolff, Jr., 1117 W. 38th St., K. C., Mo. phone LO 1637.

Technical

Engineer, 1st phone, 1½ years experience AM-FM-TV. Available now. Box 888M, BROADCASTING • TELECASTING

1st phone, veteran, car, transmitter experience, eastern location, available immediately. Box 898M, BROADCASTING • TELECASTING

Engineer, first phone, experienced. Family, car, south, minimum $65, available immediately. Box 911M, BROADCASTING • TELECASTING

Engineer, chief, 12 years experience, construction. Desire connection southern station with pay commensurate of position. References. Box 920M, BROADCASTING • TELECASTING.

Engineer, first phone. 4½ years experience. Transmitter or control. Single, car, vet. $65 minimum. Box 927M, BROADCASTING • TELECASTING.

Engineer. 8 years experience. Seeks position with progressive station. References, family. Box 938M, BROADCASTING • TELECASTING.

Excellent radio voice, they say. First class license. Combo operation experience. Box 323, Palm Desert, California or telephone 76-2095.

Position wanted by broadcast operator with first phone license, two years experience, one year college training. Chester, Stromswold, Grays 35, Harvard College, Cambridge, Mass.

Engineer, first phone. Over four years experience AM & FM, also TV training. Some experience as chief. Prefer station with TV possibilities in Okla., southwest, west. No announcing. D. W. Williams, 235 West Kiowa, McAlester, Oklahoma. Phone 3247-J.

Production-Programming, others

Continuity writer, fast typist, excellent references. South preferred. Box 765M, BROADCASTING • TELECASTING.

Copywriter, eighteen months experience. Can quickly produce good, readable selling copy. Draft exempt. Prefer west. Box 887M, BROADCASTING • TELECASTING

Writer-announcer, four years radio; television; desires continuity work, northeast AM or TV. Will double. 25, family. Employed major TV station. Interview arranged. Box 894M, BROADCASTING • TELECASTING

Veteran 34, experienced in public relations, promotion, news writing, program building, desires position with opportunity. Box 917M, BROADCASTING • TELECASTING.

Sports director, experienced baseball, football, also staff work. Four years radio. College grad., vet, dependable. Desire west coast, will consider anywhere. Box 918M, BROADCASTING • TELECASTING.

News-sports, writing-reporting. Some play-by-play. Eight years in radio. BSBA, Florida, 1945. Settled. Conscientious. Box 923M, BROADCASTING • TELECASTING.

5 kw experience. Play-by-play sports director, staff. Wants position with sports station. Permanent. Box 936M, BROADCASTING • TELECASTING.

Highly personable, intelligent college graduate, 3½ years radio all phases net affiliate, ½ year local TV production-direction, ½ year N. Y. network operations, ½ year production assistant two net TV programs desires position with progressive metropolitan radio/television operation, preferably western. Excellent voice, heavy ad lib MC and DJ work. Married. Box 943M, BROADCASTING • TELECASTING.

Production executive. Knows programming, operations, film. Wants to become part of a new station. Top station, agency references. Married. $12,-000. Box 945M, BROADCASTING • TELECASTING.

Newsman—Three years metropolitan newspaper, radio experience, plus ability, sweat. Want permanency, variety, opportunity. Also sports, special events. Draft exempt. Box 953M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Television

Technical

TV research engineer presently employed on developmental project desires position in commercial TV. Former PD in AM radio. Master's Degree. Available after June 15. Box 889M, BROADCASTING • TELECASTING

TV supervisor at present employed by midwest TV station is tired of snow drifts. I've been in TV four years and have experience in station planning, construction, proof, operation. I desire a permanent position with new or old, small or large TV station in the south, east or west. An inquiry will bring full details by return mail. Box 914M, BROADCASTING • TELECASTING

Television engineer desires responsible connection with proposed midwest outlet. Benefit from long Hollywood experience involving design, installation, operation. Apt. 207, 1735 North Gramercy, Hollywood, California.

Production-Programming, Others

College grad desires initial break TV production. Consider any duties—practical experience main objective. Anywhere. Single, 24, draft exempt. Box 896M, BROADCASTING • TELECASTING

TV director. Former film producer-director. Extensive successful career in TV. Credits on top programs. Desires to join advertising agency, writer-producer, or television station. Box 900M, BROADCASTING • TELECASTING

TV floormanager and cameraman combination, 4½ years TV station experience. Presently employed. Box 903M, BROADCASTING • TELECASTING

Television musical-producer-director. Wide range of experience and training. Prefer new small station. Resume upon request. Box 941M, BROADCASTING • TELECASTING.

For Sale

Stations

Southwest. 1000 watts. Nets $2,000 month. Ideal opportunity in fast growing area. Box 885M, BROADCASTING • TELECASTING

Equipment, etc.

For sale: 10 kw Western Electric frequency modulation transmitter, model 506 B-2. Never been used. Box 673M, BROADCASTING • TELECASTING.

For sale: RCA 250 K. transmitter now operating. Wonderful condition. 2 RCA holders—crystals 1340 kilocycles. Box 890M, BROADCASTING • TELECASTING

For sale—one Hewlett-Packard 335-B FM monitor used one and one-half years. Good as new. Also, one Truscon self supporting insulated triangular tower, 229 ft. above the insulators, complete with A-3 lighting equipment and insulators. Box 907M, BROADCASTING • TELECASTING

2-Presto PT 900 tape recorders $450.00 each, both $800.00. P. O. Box 4554, Jacksonville, Florida.

Radio Station KCOH in Houston, Texas, announces the sale of a Presto model Y . . . disc recorder . . . with a IC cutting head, combined with turntable, in waist high cabinet. Priced at $512.00 when new. For sale at $330.00. For information address correspondence to Chief Engineer, Station KCOH, M. & M. Building, Houston, Texas.

5kw transmitter, brand new Collins 21B in original crates, never unpacked. Carries Collins new-transmitter guarantee. Two sets tubes. Lists $25,400. Will sell $22,500 FOB Columbus, Georgia. Wire or phone Manager, Radio Station WGBA. This is the finest transmitter available for immediate delivery anywhere in the country today.

1-300' heavy duty, 1-300' extra heavy duty, 1-300' heavy duty tubular steel, guyed TV. Phillips towers, new, of course, immediate delivery, special prices. Houston Radio Supply Co., Inc., Clay at LaBranch, Houston, Texas.

For Sale (Cont'd)

Last call—London Library of 300 10 inch 78 RPM discs. All instrumental selections, price $125. F. O. B. New York, Recording Associates, 113 West 42 Street, New York 18, New York.

Wanted to Buy

Equipment, etc.

Wanted: Flasher for single tower, photoelectric control unit and 250' RG-17/U or RG-19/U coax. Box 671M, BROADCASTING • TELECASTING.

Wanted — FM frequency modulation monitor. Prefer Hewlett-Packard 335-B. State condition, type and price. Box 699M, BROADCASTING • TELECASTING.

Wanted—A 702-A Western Electric oscillator unit complete with crystal and oven for 1240 kc. Also interested in used RCA ribbon junior velocity mikes. Write Box 899M, BROADCASTING • TELECASTING

3 kw or 1 kw FM transmitter, also 1⅝ transmission line. Box 909M, BROADCASTING • TELECASTING

One kw transmitter less than ten years old and in good operating condition. Send full details and lowest cash price to Box 940M, BROADCASTING • TELECASTING.

Help Wanted

Managerial

Wanted

Salesmanagers

One of the nation's top radio and television stations in one of the ten largest markets needs a salesmanager for radio and a salesmanager for TV. These are top jobs for aggressive, experienced men of proven ability. These openings are available because Miller Robertson, present salesmanager is leaving to operate his own station which he recently purchased. Write in complete detail and enclose picture first letter. Stan Hubbard, KSTP.

Salesmen

CBS affiliate, Colorado Springs has immediate opening for top salesman with car. Established, protected, local account list. Salary plus commission should run excess of 5,000 dollars from accounts now on air. Your ability only limits future income. Require man 26-45, proven ability, settled, excellent personal and business background. Submit photo, sales record, references.

KVOR Colorado Springs, Colo.
Jim Russell

Production-Programming, others

WRITER

◆

A seasoned, all-round writer for radio and television wanted by major network affiliate. Good pay. Address Box 754M, BROADCASTING . TELECASTING

◆

Announcers

NEWSMAN-D.J.

Detroit area news, music and baseball station has outstanding opportunity for men who want to progress.

BOX 897M, BROADCASTING • TELECASTING

Help Wanted (Cont'd)

Top Flight, Hard-Selling

DISC JOCKEY

$15,000 a year

for One Sponsor Exclusively—

Multi-Station Market
Radio and TV

The man we want must be a real salesman—we aren't interested in pear-shaped tones. He knows how to be friendly and sincere. He punches his commercials with enthusiasm. He makes people believe what he tells them. He is good at ad lib, knows and likes pop music, is probably over 30 and appears mature. If you think you are our man, send a brief letter and a small disc of a couple of commercials.

BOX 944M

BROADCASTING • TELECASTING

Situations Wanted

Managerial

FLORIDA AM OR TV STATIONS (or applicants). Need manager, program dir., or combination? Agency Radio-TV director major market, 20 yrs., solid experience radio, now TV, too, wants back in station operation in South—preferably Florida. Good creative and administrative record. Top Hooper, Video-Dex ratings. Box 902M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Production-Programming, others

Radio and TV
Comedy and Drama
WRITER
desires affiliation with station or production agency.
BOX 937M, BROADCASTING • TELECASTING

For Sale

Stations

FOR SALE

250 watt Mutual outlet in beautiful, diversified, rich Carolina market. Will easily gross $50,000 this year. Cash $40,000. Terms $45,000. Reason for selling, other interests.

Write Box 928M,
BROADCASTING • TELECASTING

Equipment, etc.

FOR SALE BECAUSE OF INCREASE IN POWER
1 KW Gates BC 1F AM Transmitter
USED LESS THAN TWO YEARS
$4500
KTOE
Mankato, Minn.

Miscellaneous

ARE YOU GETTING YOUR SHARE OF FREE PUBLICITY?
The 1952 Edition of the Publicity Directory is now ready! Lists over 2,000 Consumer, Farm & Business-Trade Publications with FREE Editorial Policies. Combined Circulation—200,000,000. A Gold-Mine for Advertisers, Agencies, Public Relations Firms, etc.
FREE 5-DAY EXAMINATION!
PUBLICITY ADVERTISING
1501HA Trails End, Kalamazoo, Mich.

Employment Service

2
of every
3
PERSONNEL ORDERS
are for
ENGINEERS
(First and Second Phone)
Write for Placement Forms
Edward C. Lobdell Associates
17 East 48th St., New York 17, N. Y.

'COURIER'

Shares WLAC Nashville Frequency on Cruise

THE STATE Dept. currently is using the U. S. domestic frequency of 1510 kc to test its ship-borne relay station, the USCG *Courier*, now anchored in the Panama Canal Zone, it was revealed last week.

Before the *Courier* departed for South America on its projected shakedown cruise, State Dept. officials conferred with executives of WLAC Nashville, Tenn., a Class I-B 50 kw outlet operating on the Mexican clear channel, on a plan to share this frequency during the period April 10-28.

The arrangement, while not a legal necessity to permit the floating VOA relay transmitter to test its equipment, drew the wholehearted cooperation of the Nashville station, which praised the effort to pierce the armor of the Iron Curtain countries.

Both WLAC and the State Dept. acknowledged the agreement last week. It was understood that only the 1510 kc frequency would be involved in the tests and that the other signal stations on that channel—WMEX Boston, a 5 kw Class II outlet and KGA Spokane, Wash., a 50 kw Class I-B station—would not be disturbed.

The VOA vessel recently has "guested" on frequencies borrowed from Colombia, Venezuela and Panama proper. and early next May will conduct similar experiments at Vera Cruz in Mexico before heading out across the Atlantic to foreign countries. At no time, however, will it broadcast from the high seas in violation of the Atlantic City 1947 telecommunications convention [Broadcasting, April 7]. The Voice ship will use frequencies under agreement with countries at whose ports it may anchor.

The 1510 frequency was chosen by the State Dept. because it is "less likely to disturb" local U. S. radio signals than other channels, it was explained. In the case of WLAC, only the station's secondary area coverage is affected to any degree.

According to Antonio Micocci, assistant administrator for the State Dept.'s broadcasting service, Spokane and Boston reception would not be affected and consequently KGA and WMEX were not consulted in advance.

Mr. Micocci conferred with J. T. Ward, owner, and F. C. Sowell, manager, of the Nashville 50 kw station, and got their ready acceptance of the plan which calls for *Courier* power reduction from 15 kw to 50 kw during the test period. The State Dept. official lauded the station for its cooperation. The full 150 kw is being utilized only during "off hours."

Under the agreement, the anchored Voice station closes each day's tests with a courtesy announcement advising listeners of WLAC's cooperation. (VOA programs are being piped to Latin America in Spanish.) In return WLAC indicated it may air announcements advising listeners they are "eavesdropping on the Voice of America."

Mr. Sowell announced that the arrangement will "serve to materially increase our station's listening audience in Latin America." Mr. Micocci advised Mr. Sowell that WLAC is "free" to inform its listeners of this form of cooperation with VOA.

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

Announcers! Writers! Newsmen!

Want a job in New York City? For inside tips send one dollar to V. Rey, 1425 Broadway 18, New York.

New England Network Station

$55,000.00

The only station in an attractive and well isolated New England market. Always profitable, this combined facility offers a good income and very pleasant living. Valuable real estate and $10,000.00 in net quick assets included.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

SALES EXECUTIVE

This is the job of a lifetime! The president of a large, successful radio station needs an aggressive, personable, energetic, ambitious man between 30 and 40 who can sell and sell hard. We want a man who has already demonstrated his outstanding ability in sales work. Starting salary excellent. Future unlimited. If you think you will fill the bill, call Tom Tinsley, WITH, Baltimore, Maryland, for a personal interview.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH APRIL 17

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,339	2,326	86	329	223
FM Stations	635	578	72	7	9
TV Stations	108	97	11	536	2

(Also see Actions of the FCC, page 94.)

Docket Actions . . .

FINAL DECISIONS

WJBK Detroit—The Fort Industry Co. FCC granted CP to change frequency from 1490 kc, 250 w, fulltime, to 1500 kc, 10 kw day, 5 kw night, DA-DN, and change in transmitter location; engineering conditions. Announced April 16.

WABJ Adrian, Mich.—James Gerity Jr. FCC granted CP to change frequency and hours of operation from 1490 kc, 250 w daytime, to 1490 kc, 250 w fulltime; condition. Announced April 16.

WMRN Marion, Ohio — The Marion Bcstg. Co. FCC granted CP to install new antenna, mount FM antenna on AM tower and install new ground system, with present frequency of 1490 kc and 250 w fulltime; condition. Announced April 16.

[Each of the above three actions was dependent and contingent on the other two.]

Non-Docket Actions . . .

ORDER

WHIL Medford, Mass.—Conant Bcstg. Co. FCC terminated program tests on 1540 kc, 250 w day, effective April 25 (when authority expires) and granted application for special service authorization to operate on 1430 kc, 250 w day, for 30 days from April 26 or until modification of CP granted, whichever is sooner, provided that no protest or petition against 1430 kc operation is made prior to April 25. Order April 17.

New Applications . . .

TV APPLICATIONS

Chicago, Ill.—WHFC Inc., UHF Ch. 25 (536-542 mc), 200 kw visual, 100 kw aural, antenna height above average terrain 564 ft. (above ground 589 ft.). Estimated construction cost $304,300, first year operating cost $125,000, revenue $175,000. Applicant is licensee of WHFC and WEHS (FM). President of WHFC Inc. is Richard W. Hoffman who holds 302 shares (75.5%); Mr. Hoffman is vice president and 33⅓% stockholder of V. Klich Printing Co., owns 33⅓% of Life Printing & Publishing Co. (three tri-weekly newspapers in Cicero, Berwyn and Stickney, Ill.), is secretary-treasurer and 50% capital stock owner of Twenty-Fifth Building Corp., owns 25% capital stock in Community Reporter, and was elected November 1948 as member of U. S. House of Representatives (Republican). Filed April 11.

Centralia, Ill.—WCNT Inc., Ch. 2 (54-60 mc), 24.3 kw visual, 12.1 kw aural, antenna height above average terrain 440 ft. (above ground 499 ft.). Estimated construction cost $228,278, first year operating cost $135,000, revenue $150,000. Applicant is licensee of WCNT Centralia. President and treasurer of WCNT is George F. Isaac, 80% interest; secretary is Kathleen I. Isaac, 20% interest. Filed April 7.

[For TV applications filed since the FCC's Sixth Report and Order [B•T, April 14], see page 71.]

Deletions . . .

TOTAL deletions of licensed stations to date since Jan. 1: AM 5, FM 4, TV 0. New deletions:

KYBS (FM) Dallas, Tex., license. Licensee stated frequency (107.9 mc) was not receivable on many sets; station had been operated at a loss. Deleted April 14.

KHAD Delano, Calif., CP. Grantee said illness prevented him from performing work required to establish and operate new broadcast station. Deleted April 16.

FCC Actions

(Continued from page 95)

April 17 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 6

WJIM-TV Lansing, Mich.—Requests CP to reduce ERP from 18.7 kw visual to 8.7 kw visual, change type of ant., and increase antenna height above average terrain from 350 ft. to 445 ft.

License for CP

KDPS (FM) Des Moines, Iowa—Requests license for CP which authorized new non-commercial educational FM station.

License Renewal

Following stations request renewal of license:

KWEM West Memphis, Ark.; KJEF Jennings, La.; WCLD Cleveland, Miss.; KGFX Pierre, S. D.; WCHI (FM) Chicago Heights, Ill., and KFGQ-FM Boone, Iowa.

TENDERED FOR FILING

Modification of License

KWEM West Memphis, Ark. — Mod. license to change studio location to Memphis, Tenn.

WKBS Oyster Bay, N. Y.—Mod. license to specify main studio location as Oyster Bay and Stamford, Conn.

This Summer wherever you go There's Radio

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

TV Thaw Comments

(Continued from page 70)

California: "The addition of hundreds of markets should mean to the television industry what the addition of facilities would mean to any other industry which has been bursting at the seams since its beginning."

Wayne Tiss, vice president in charge of Batten, Barton, Durstine & Osborn Inc., Hollywood: "With opening of so many new television stations, even in smaller markets, it should bring about increased activity in putting programs on film."

Neil Reagan, vice president in charge, McCann - Erickson Inc., and president of Advertising Association of the West: "Considering the . . . time necessary to process applications and get stations operating, it will be perhaps a year or more before any impact on commercial telecasting will be felt."

Donn B. Tatum, TV director, ABC Western Division: "Lifting the freeze will unleash and set in motion the tremendous forces which have been gathering for the last three-and-a-half years and which will now bring television into full bloom as the greatest of all mass communications media."

Jerry Fairbanks, president, Jerry Fairbanks Inc., TV film producers: "I anticipate that there will be twice as many [TV] film programs on the air this fall as there are now, thanks to the ban lifting."

Frank Wisbar, producer-director, Wisbar Productions *Fireside Theatre* (sponsored by Procter & Gamble) and other film shows: "I anticipate that in the mad scramble for stations and programs only the best [TV film producers] will survive. The greater audience means to me greater demands and not a watering down of quality."

C. Burt Oliver, president and general manager, Foote, Cone & Belding, Hollywood: "Television as a major advertising medium, truly national in scope, can now become a reality and Hollywood's contribution to live and film production will inevitably increase."

Frank Samuels, western manager, radio-television department, William Morris Agency, Beverly Hills: "It now gives this medium the mass coverage that it should have and will bring a tremendous impact to many new cities. . . . It will also help alleviate the problem that networks and advertisers have faced in getting clearance for their shows in one or two-station cities."

Lee Ringer, president, Ringer & Assoc., Los Angeles, and president, Southern California chapter, American Assn. of Advertising Agencies: "The 'thaw' will enable smaller non-network advertisers to purchase profitable time slots, making television a more resultant medium."

Michael R. Hanna, general manager, WHCU-AM-FM Ithaca, N.Y., who announced April 15 that WHCU will file for UHF in Ithaca and plans to spend $250-500,000 to build: "I consider the FCC's educational phase of station allocations unrealistic."

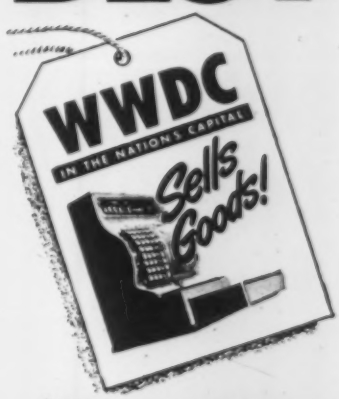
Franklin M. Doolittle, president, WDRC Hartford, who has had an application for TV on file with the FCC since September 1947 stated WDRC will apply for Channel 3 in Hartford under the new allocations and will amend its application to conform with changed FCC conditions. (Hartford will have one VHF and one UHF channel for commercial use and one UHF educational channel.)

Edward E. Bishop, vice president of WGH-AM-FM Newport News, Va., whose owners applied for a TV construction permit in 1948, with the application caught in the freeze said WGH already has constructed a 417-ft. TV tower and that it is prepared to progress "with full steam" in constructing a TV station.

G. Richard Shafto, vice president and general manager of WIS Columbia, S. C. said his organization "will pursue with all possible speed its plans for a powerful new television station to be built in Columbia."

W. W. Warren, vice president and general manager, KOMO Seattle, Wash., who reports his station already has invested more than $750,000 in TV development, equipment and facilities and whose application has been on file since April 1948: "KOMO-TV can be in actual broadcast operation within a few months if construction permit is granted by the FCC."

Washington's BEST



BUY

Ask your John Blair man for the whole WWDC story

SCHOOL TV

Methods of Financing Given Varied Study

METHODS of financing the construction and operation of noncommercial, educational TV stations are being investigated by educators in various parts of the country. They are being spurred by the end of the TV freeze [B•T, April 14].

In Kansas, state educators are understood to be proposing that the legislature authorize the setting aside of that portion of the personal property tax which represents the fee from TV receiver ownership.

The current Kansas personal property rate is $4.50 per $100 valuation. There are approximately 55,000 TV sets in the state, according to Radio-Television Mfrs. Assn. estimates of TV set shipments since Jan. 1, 1950. That would be a minimum of $247,500 of taxes paid on TV set ownership, if all set owners paid at least $4.50.

A subsidiary method of raising operating funds is also being investigated. On the assumption that educational TV stations will be on the air before commercial stations win out in contested hearings, educators have approached radio-TV dealers with this proposition: That they contribute a fixed amount to educational stations from each TV set sale made. The sum most mentioned is $5.

Since retailers are eager to see TV service in their cities, this idea has found them fairly sympathetic, it is reported.

Commission Set Up

New York's Gov. Thomas E. Dewey has signed legislation to set up a 15-man temporary commission to study the use of educational channels allotted the state. Spokesman for the governor last week indicated that a focal point of the study will be to ascertain to what extent, if any, the state government should operate stations and added that an alternate plan may also be considered: To leave administration of all channels to an association of the 87 colleges and universities within the state.

The commission would include eight legislative members and seven appointees of the governor, who will also designate the chairman and vice chairman.

Dr. Earl J. McGrath, U. S. Commissioner of Education, foresees a type of semi-commercialization which has not been broached before. Writing in the March 23 issue of *Parade*, the Sunday newspaper magazine, he suggested "noncommercial" sponsors. As he explained it, local civic organizations would pay for the production of shows in which they are interested. Since production would be done by college students, the costs would be low, Dr. McGrath pointed out. He also suggested that educational institutions could "can" a show on film and sell it to clubs and other civic organizations for airing on a non-commercial TV station.

In the 1951 annual report of the Office of Education just issued, Dr. McGrath suggested that educational stations might charge just the amount necessary to cover operational costs. He referred to the operations of Iowa State College's WOI-TV Ames, which accepts network commercials, but not local business.

"On the basis of past experience with commercial radio," Dr. McGrath said, "any idea that the educational needs of a school or college can be met satisfactorily by commercial television on a 'public service' basis must be flatly discouraged."

Formation of the Long Island (N. Y.) Radio-Television Council took place in March at a meeting in South Huntington, L. I., attended by representatives of over 400 schools, colleges, libraries, museums, etc. Council was established to act as the official agency to set up and run TV facilities in that area.

Officers elected were: Worthington A. Gregory, director of WSHS (FM) Floral Park, Sewankhaka High School radio station, and lecturer on educational radio and TV in Hofstra College, president; Dodd Craft, supervising principal, South Hunting schools, vice president; Charles E. Lawrence, audio-visual director, Riverhead High School, recording secretary; Horton Amidon, general educational department, Long Island Agricultural & Technical Institute, treasurer.

N.Y. STATE FILMS

Distributed to TV Stations

FILMED public service suggestions from various departments of the state government are to be distributed free to 13 television stations in New York by the State Dept. of Commerce, Commissioner Harold Keller has announced.

Produced by Radio, Television and Motion Picture Bureau of the department, the spots run about 20 seconds each with plans calling for production of further announcements from one to three minutes long. Three sample spots, now available, were made for the Motor Vehicle Bureau to advise that motorists heed "Slow—Children at Play" signs; for State Safety Division to stress need for preventing kitchen accidents, and for state police to explain school bus laws.

Program is extension of radio plan, adopted in 1946, under which 1,667 spot announcements were distributed to 152 stations in past year. The AM announcements represented some 40 state agencies who received an estimated $1 million worth of free broadcast time, allotted by stations as a public service.

Educators, JCET

(Continued from page 82)

in this field. Typical were these comments:

Laurence A. Kimpton, chancellor, U. of Chicago: "The FCC is to be commended for allocating a TV channel over which the educational institutions of Chicago can cooperate in using their resources to produce programs of significance and quality. I am sure the people of Chicago will want to assist the educators in their joint operation of a TV station, which we hope will become a part of a national education program service."

The Rev. James T. Hussey, S.J., president, Loyola U., Chicago: "This decision opens great vistas in the field of education. The question has been raised whether educational institutions can cooperate effectively in this type of enterprise. I am confident that such cooperation is not only possible but will bring a new dimension to American television."

Dr. John T. Rettaliata, president, Illinois Institute of Technology: "By reserving Channel 11 for a non-commercial educational television station in Chicago, the FCC offers this city a great opportunity. The educational and cultural impact of such a station can be a real civic asset. IIT has offered land and architectural assistance for the physical establishment of the proposed station."

Franklin Murphy, chancellor, Kansas U., and James A. McCain, president, Kansas State (joint statement): "We are gratified to have the FCC continue to express its faith in the future of TV for educational purposes."

AFM TRUST FUND

L. A. Local Asks Change

BECAUSE it blocks musicians from obtaining work, a change in the AFM 5% trust fund format sought to which TV film producers must contribute is urged in petitions being circulated among members of Los Angeles Musicians Mutual Protective Assn., Local 47.

More than 2,000 Los Angeles musicians already have signed petitions which are to be sent to James C. Petrillo, union president, for submission to AFM national executive board.

Aware of the campaign, Paul Fischer, vice president in charge of radio-TV, acknowledged there is considerable feeling among Local 47 members that format structure should be changed because under present setup rather than pay the royalty fee, TV producers by-pass live music in favor of foreign sound tracks which have no restrictions.

He found, too, that many band leaders and sidemen feel that the format is defeating its purpose by lessening job opportunities. However, he said, nothing can be done about it until a formula acceptable to all can be worked out.

It was suggested that another formula with a set fee for TV film producers rather than 5% might be considered by AFM.

Several musicians active in circulating petitions declared they would be willing to cut their own three-hour scale from $50 to $45 and donate the difference to the AFM trust fund. While realizing this would mean much less money for the trust fund, they maintain it would be more beneficial in the long run, since shelving the formula would mean more work. Increased activity among musicians would eventually more than make up for it as far as the welfare fund is concerned, it was maintained.

CIO TELEVISION

Series Debuts on WMAL-TV

FIRST venture of a labor organization into the TV film field on a national basis took place in Washington April 18 when the new CIO series began on WMAL-TV there. *Issues of the Day* will be televised for 13 weeks over that station at 10:30 p.m. Friday. Series is available to local CIO groups for sponsorship on stations in industrial communities where members of the union are employed.

Films are designed to explain attitudes of organized labor.

KGW

THE People's Choice* IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

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S.F. CH. 2

'Reservation' for Don Lee Cancelled in FCC Action

SAN FRANCISCO's Channel 2 was thrown back into the pot of available channels in that city last week when the FCC wiped the hearing status slate clean in the wake of its Sixth Report and Order [B•T, April 14].

Since 1948, Channel 2 in San Francisco was reserved for Don Lee. Don Lee failed to get a TV grant in the 1946 San Francisco hearing because it was up for FCC investigation on network practices. In 1950, all its licenses were renewed, but because the TV freeze was then in force, no action was taken on its Channel 2 application.

At the end of 1950, sale of Don Lee properties to General Tire & Rubber Co. (owner of Yankee Network and now WOR-AM-FM-TV New York) was approved by the FCC. Since 1950, Television California, TV applicant for San Francisco composed of oilmen Edwin W. Pauley, R. H. Chamberlain and C. L. McCarthy, had asked that Channel 2 be returned to the San Francisco list of available channels. It was turned down once, the Commission claiming that its petition was "premature."

Application Considered New

In last week's memorandum opinion, FCC declared that since Don Lee was now owned by General Tire & Rubber Co., its application for San Francisco should be considered as a new application. It, therefore, removed the reservation from that city's Channel 2.

In other actions last week, the Commission denied the following petitions:

Peoples Broadcasting Co. (WLAN) Lancaster, Pa. — Petitioned for comparative hearing with WGAL-TV for Channel 8 in Lancaster. WGAL-TV is required to move from Channel 4 to Channel 8 under the FCC's Sixth Report. Commission said, in denying the WLAN petition, that the request may be submitted again when and if WLAN resubmits the Channel 8 application in accordance with the new rules and standards.

Zenith Radio Corp. (WEFM (FM)), Chicago—Petitioned for ruling on question whether the Commission had the right to move WBKB (TV) from Channel 4 to Channel 2 in light of the fact that Zenith had applied for that channel and had used it for Phonevision experiments and tests. Commission said, in denying the Zenith petition, that the request may be raised again when and if Zenith resubmits its Channel 2 application in accordance with new rules and standards.

National Broadcasting Co. (WNBT (TV)), New York—Applied for increased power and change type of transmitter in 1948. Set for hearing then and maintained in hearing status during freeze. However, the FCC granted a change of transmitter in 1949, but forgot to remove the application from hearing status. Commission's action last week remedied that oversight.

In the list of cities whose TV applications were removed from hearing status [AT DEADLINE, April 14], the following cities were omitted: Lawrence, Mass.; Bellaire, Ohio; New Bedford, Mass.; Troy, N. Y.; Easton, Pa.; Oakland, Calif. All are part of other markets which were listed.

Joint TV Bids

(Continued from page 69)

might approximate the number of channels to be made available to the Denver area, television in a city long denied by an arbitrary freeze what other cities have long enjoyed would have its rights restored at an early date.

Accordingly, it would be most helpful if the Commission would clarify its policy concerning the filing of applications by two or more AM stations for a television license. I feel a straightforward reply to the questions which are set forth below would prove most helpful to a group of very sincere, experienced and cooperative radio operators anxious to bring television to a million people who are clamoring for the privilege of enjoying what has been available to their fellow Americans elsewhere.

a. Can the officers, directors, or stockholders of two or more AM radio stations serving the same city be granted a license to operate a TV station, and be permitted to retain their holdings in their individual radio stations if the radio stations continue to be operated as separate entities?

b. If two AM stations licensed to serve the same city join in an application for a television station, would such an application be at any disadvantage either by rule or Commission policy as against an application by parties not engaged in radio station operation?

c. Would there be any prejudice on the part of the Commission against the granting of such a joint application?

d. Would a joint application of two or more AM radio stations per se be in conflict with the public interest provided that the operation of said radio stations will continue to be operated as separate entities?

I would appreciate an early reply to these questions since a positive clear-cut answer to these questions might avoid long drawn-out hearings, endless litigation and years of delay in the granting of television licenses in Denver.

Chairman Walker's reply stated:

I am all for straightforward answers and that is just the kind of answers that I would like to supply to the inquiries you pose in your letter of March 12 concerning cooperative ownership of TV stations by AM operators. But I do not even have these answers myself.

As a matter of fact, Senator Johnson, although there have been inquiries of the staff and discussion by some staff members with outside lawyers, this problem has not yet been considered by the Commission itself.

I am sure that because of the financial burden of TV, the scarcity of channels and the desire to avoid the delays of hearings, this cooperative arrangement is going to occur to quite a number of AM operators. And it is a problem that the Commission is going to have to formulate a policy for. It would be helpful if we could explore this matter and chart our course right now, but as you know, we are bending all our efforts these days toward one objective—the lifting of the freeze.

Frankly, at this stage I have not even had time to study this problem and make up my own mind. I am for getting TV going as quickly as possible. On the other hand, during my 18 years on the Commission, I have been particularly concerned with the protection of the public against the dangers of excessive concentration of control over the mediums of mass communication. I would want to study that angle most carefully.

I feel sure that while the citizens of Denver are eager for television without further delay, they, too, in the long run, will be concerned with the type of control exerted over their channels of communication. Guarding freedom of speech must be balanced against the desire for quick action.

I will welcome any further information or inquiries which may come to your attention for they will help to sharpen this problem.

In view of these considerations I hope we may count upon your understanding and the continued patience of the citizens of Denver with whose desire for television I have the deepest sympathy.

Telestatus

(Continued from page 76)

izontal panning, long and continuous running dolly shots or any combination of these effects.

Handled by a two-man crew, the crane's principal feature is a counter-balanced boom mounted on the mobile chassis by means of a rotating center column. Camera and cameraman are supported on a rotating mount on boom's forward end. Boom, operated manually, can be raised or lowered or rotated fully 360°.

Crane is moved manually with a push-bar at the rear and rolls on eight dual-mounted hard rubber-tired wheels. The rear steering wheel allows both synchronous and differential steering.

* * *

'Lucy,' 'Talent Scouts' Top Trendex Ratings

TOP TEN network evening programs released by Trendex Inc., N. Y., for the week of April 1-7, are:

1. I Love Lucy (CBS-TV)	50.4
2. Talent Scouts (CBS-TV)	49.3
3. Godfrey's Friends (CBS-TV)	36.5
4. You Bet Your Life (NBC-TV)	33.7
5. Red Skelton Show (NBC-TV)	32.9
6. Your Show of Shows (NBC-TV)	32.4
7. Comedy Hour (Abbott & Costello) (NBC-TV)	32.4
8. My Friend, Irma (CBS-TV)	31.5
9. Star Theatre (Berle sub) (NBC-TV)	31.3
10. Strike It Rich (CBS-TV)	29.9

* * *

Picture Tube Replacement To Top Million Mark

SURVEY conducted by General Electric Tube Dept., Syracuse, N. Y., to determine market for replacement tubes in TV sets and home and car radios, announced by J. T. Thompson, manager of GE replacement tube sales, shows that about 1,100,000 picture tubes worth $44,000,000 and 110,000,000 receiving tubes worth $220,000,000 will be sold this year for television and replacement purposes.

Study also reveals that the receiving tube industry is about to pass a major landmark. More than 950,000,000 receiving tubes are now in operation. Within the next few weeks, the figure is expected to pass the one billion mark.

In commenting on the value of the survey to individual distributors in sales campaigns, Mr. Thompson stated: "We have felt for quite some time that the replacement tube sales potential has been slighted in the surveys of electronics markets. Therefore, we felt an obligation to undertake a scientific analysis of the market open to distributors of replacement tubes for television and radio receivers."

Survey was conducted under the direction of Roger B. Yepsen, tube department manager of marketing research. It is expected that the study will be made annually.

TV SET GIFT

To Aid Instruction

A TELEVISION set is being used at Syracuse U. to aid in the training of journalism and advertising students.

The set, a 20-inch Sylvania model, was a gift of Baldwin-Hall Inc., Syracuse distributor, and the Sylvania Co. Caley E. Augustine, promotion manager, WSYR-AM-FM-TV Syracuse, helped make arrangements for the gift.

Acting Dean W. C. Clark, School of Journalism, commented that television permits an entire class to view news events in the making. News stories can then be written about the event by the students. In this way the professor may check the students' powers of observation and analysis.

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WESTINGHOUSE STATIONS, EIGHT TV OUTLETS RENEWED

FCC cleaned up large number of pending temporary licenses Friday when it (1) renewed eight TV stations placed on temporary license last February for not showing religious and/or educational programming for composite week [B•T, Feb. 4]; (2) renewed all Westinghouse stations which had been on temporary for more than year pending FCC consideration of that company's anti-trust record; (3) renewed WJZ-TV New York which had been placed on temporary for carrying horse race programs [B•T, March 3].

After showing that composite week did not indicate true picture of religious and/or educational programs, or that stations had instituted or had planned to institute such programs, FCC renewed for regular period licenses of following TV stations: KING-TV Seattle, WGN-TV Chicago, WJAR-TV Providence, WLWC (TV) Columbus, WLWD (TV) Dayton, WLWT (TV) Cincinnati, WOR-TV New York, WOW-TV Omaha. Still on temporary, of the 26 originally cited. are KPHO-TV Phoenix and WNHC-TV New Haven. Only TV station also still on temporary is KTTV (TV) Los Angeles, involved in a question of privacy rights.

Renewed because FCC found that anti-trust involvements did not disqualify it as a licensee were licenses of the following Westinghouse stations: WBZ-AM-FM Boston; WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh; KYW-AM-FM Philadelphia; WOWO-AM-FM Fort Wayne; KEX-AM-FM Portland, Ore.

Still on temporary license while FCC looks into anti-trust cases against them are General Electric's WGY and WRGB (TV) Schenectady, Loew's Inc.'s WMGM New York, Paramount Pictures' KTLA (TV) Los Angeles, United Paramount's WBKB Chicago, KFBB Great Falls, Mont. (latter is also under scrutiny on the question of minority owner Anaconda Copper Mining Co. extending its holdings to control station).

WJZ-TV was first of 16 stations cited for carrying horserace programs to have license renewed. Renewal was granted after ABC station informed FCC it had ceased carrying broadcasts of horseracing.

Renewed also after several years were licenses of Wesley Dumm stations KSFO and KPIX (TV) San Francisco. They had been in temporary status while FCC looked into arrangements licensee had with previous church group owners.

Complete list of Friday renewals will be published in April 28 issue of BROADCASTING • TELECASTING.

GROUP ACQUIRES KEPO

CONTRACT has been signed for sale of KEPO El Paso, Tex., from Rawley-Brown Corp. to four Minneapolis-St. Paul businessmen for $207,500. Heading new owners is Miller C. Robertson, vice president and sales manager of KSTP-AM-TV Minneapolis-St. Paul. Associated with him are W. A. Porter Jr., W. B. Pratt and R. I. Richardson. Each will hold 25% of stock. Application for transfer will be filed with FCC shortly. Mr. Robertson will become general manager of station, as well as president of corporation in July, assuming FCC approval by then. KEPO is on 690 kc with 5 kw, holds a CP for 10 kw. It is affiliated with ABC.

AM SPEED-UP PLAN

SPEED-UP in AM processing line was proposed by FCC Friday. Scheme envisages setting up two lines, with preference given applicants proposing a station in a community not now with one or service to areas not now receiving broadcast signals.

Commission called for comments on proposal by May 12. It also specified that an application to be considered proposing to serve an unserved area must show that 25% of its coverage is to area not now getting primary service, day or night.

Proposal is in line with several petitions filed with FCC last six months asking that Commission give priority to applicants seeking to give their communities first local radio stations [B•T. Jan. 21; Nov. 12, 1951].

FCC FEARS CENSORSHIP IN CAMPAIGN CONTROL BILL

CENSORSHIP dangers are seen by FCC in proposed legislation requiring political speakers to post bond as protection to broadcasters against civil or criminal actions. Commenting Friday on bill (S-2539) pending in Senate Interstate & Foreign Commerce Committee, FCC told committee bond requirement might cause bonding firms to demand right to see and censor scripts before agreeing to issue any bond. (See election story page 26).

Instead, FCC proposes, legislation should specifically exempt licensees from liability for defamatory nature of any broadcast made pursuant to provisions of Section 315 of Communications Act.

Commission favored clause in S-2539 extending provisions of Section 315, covering equal time requirement for reply to candidate's talks, which would extend section's provisions to cover "any person authorized in writing by a candidate to speak on his behalf."

FCC recalled its Port Huron decision took the stand that Section 315 has the effect of exempting licensees from liability in courts because Congress specifically denied licensee the power of censorship over political material. However, FCC added, "this view has not received universal acceptance nor definitive judicial support." For this reason it has been urging revision of Section 315, the statement points out.

KUDOS FOR KLAUS

THEY'RE singing praises of Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles in overcoming what appeared to be insuperable obstacles in arranging for first telecast of actual atomic blast scheduled sometime this week, at Yucca Basin, 80 miles from Las Vegas, Nev. (see story, page 74). Working for Television Assn. of Los Angeles, Mr. Landsberg last week reportedly completed setting up of relay system when others had given up. Task included dropping of equipment by helicopter on strategic peaks.

PEOPLE..

ROYAL V. HOWARD has taken leave of absence from KIKI Honolulu to be executive engineer of Radio Free Asia, of which J. Elwood is director. He is in Washington for consultation. Bill Meyers, KIKI vice president and general manager, in charge during Mr. Howard's absence.

RUBEY COWAN, former head of radio departments for Famous Artists Corp., Paramount Pictures, and before that NBC executive, named head of radio & television, Hamburg Agency, Hollywood. Mr. Cowan will divide time between New York and Hollywood.

HARRIET HALSBAND, Kagron Corp., N. Y., to Town Hall of America as co-manager of radio and television department, effective today (Monday).

YOUNG HEADS NBC PRESS

APPOINTMENT of Frank Young as director of NBC press department announced today (Monday) by Sydney H. Eiges, vice president in charge of press and information. With NBC as public relations representative since February 1951, Mr. Young succeeds Josef Dine, who resigned to become public relations director of Ziv Television Programs Inc. [B•T, April 7]. Mr. Young is veteran of United Press, *New York Daily News*, and New York-owned WPIX (TV) New York. Native New Yorker and 1934 graduate of Washington & Lee U., he joined UP in Washington, transferring to New York in 1935 as reporter, feature writer and editor specializing in coverage of entertainment field.

DuMONT SELLS TRANSMITTERS

DuMONT LABS. sold over $5½ million worth of TV broadcast equipment, including 32 TV transmitters in the two weeks between the NARTB Chicago convention March 31 and issuance of FCC's final TV report April 14, Herbert E. Taylor, manager of the TV Transmitter Division, announced Friday. Of the 32 transmitters, 23 were VHF and nine were 5 kw UHF. VHF transmitters can be delivered this year, Mr. Taylor said; UHF transmitters can be delivered beginning early 1953.

CREAMER LEAVING WOR

JOSEPH CREAMER, advertising and promotion director WOR and WOR-TV New York, resigning effective May 1 after 16 years with station. Following short vacation he plans to open office as free-lance advertising and public relations consultant. Widely known, he has been frequent winner of Harvard Awards, annual honors for advertising writing, as well as other awards. He joined WOR Feb. 1, 1936, as promotion director.

WALKER WARNS EDUCATORS

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the late W. W. Charters, IERT co-founder. Attendance at the institute had reached 1,000 late Friday.

Comr. Frieda B. Hennock told educators that although they had won their point in obtaining TV station reservations, "I cannot advise you that the fight is over." She said "formidable obstacles" would have to be surmounted.

Aside from her scheduled talk, Comr. Hennock at a later session Friday night implied laxity on part of educators in pursuing TV facilities. She urged they get into television now, regardless of how limited initial efforts might be.

FASTEST GROWING FOUR-YEAR-OLD IN RICHMOND

After four years, television has lost none of its magic in Richmond, though much of its mystery.
From the moment WTVR, the South's first TV station, was unveiled it became the most sought-after guest in more homes than set makers could frequently supply.
Today, more than 118,000 homes in the WTVR area are television equipped and the number continues to grow in beanstalk-like fashion.
In Richmond your most important step for national sales is to get in step with the Havens & Martin stations, pioneers in AM, TV and FM. Ask your nearest Blair man for particulars.

Havens & Martin Stations are the only complete broadcasting institutions in Virginia.

WMBG AM
WTVR TV FIRST STATIONS OF VIRGINIA
WCOD FM

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.